



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Wednesday July 8, 2020 TIME: 1:00 PM

PLACE: <https://us02web.zoom.us/j/88921543699?pwd=U2g2cUJaM2JaLOZKbWFQNUJ3U1UrQT09>

*Please note: To abide by the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done at the posted locations above.

1. CALL TO ORDER 1:03 PM by Chair, CD

2. ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	x Present <input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	<input type="checkbox"/> Present x Absent	Vice Chair At Large
Bernadette Byrne (BB)	<input type="checkbox"/> Present x Absent	Secretary Winery/Winegrower
Scott Connolly (SC)	x Present <input type="checkbox"/> Absent	Treasurer Medium Lodging Operator; Coastal
Jamie Peters Connolly (JC)	x Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	x Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	x Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator; Inland
Jan Rodriguez (JR)	<input type="checkbox"/> Present x Absent	Large Lodging Operator; Inland
Vacant Seat	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present x Absent	Food & Beverage
Kasie Gray	x Present <input type="checkbox"/> Absent	Regional Promotional; Inland

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	x Present <input type="checkbox"/> Absent	Executive Director
Emily Saengarun (ES)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Manager
Ramon Jimenez (RJ)	x Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Assistant

INTRODUCTION OF GUESTS

- o Marcus Magdaleno- BID Advisory Board
- o Elaine Wing Hillesland – Allegria Inn

3. CHAIR’S COMMENT

4. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

5. CONSENT AGENDA ITEMS Discussion Action Items

The Consent Agenda is considered routine and non-controversial and will be acted upon by the MCTC Board at one time without discussion. Any MCTC Board member may request that any item be removed from the Consent Agenda for individual consideration.

- REVIEW/APPROVE Minutes 6/16/2020 Meeting | **See Attachment**
 - o JI 1st JC 2nd Motion passes

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 8/7/2020 at 12:00 PM)

- Committee Chair Report:
- Financial Statements
 - o May 2020 | Approve | **See Attachment**
 - Approve Financial Statements- SD 1st JI 2nd Roll Call Vote, All Approved

- FY 2020/2021 Updated Budget adoption | Approve | **See Attachment**
 - Approve Updated Budget- 1st SD 2nd JC Roll Call Vote, All Approved

7. FESTIVAL/MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 8/7/2020 at 10:00 AM)

Committee Chair Report:

- Opening Campaign
- PR Update
- Video Updates
- Social Media Stats & Google Analytics
 - TS-Focus on things that can be done during the fall in replacement of mushroom feast
 - SC-Many suggestions of caution. Guests very happy with safety protocols in place.
 - SD- Love the opening campaign directions
 - SC- Impressed with it as well
 - TS-Looking into outdoor marketing options as well
 - Elaine-Really good job
 - First 2 media travelers back in the county
 - 2 3-minute television spots in Bay Area and LA
 - Live radio show in Sacramento
 - RJ - "Welcome Back" video clips are coming in. Google Analytics numbers 60% increase in website traffic from May to June

8. EXECUTIVE DIRECTOR REPORT Discussion

- Lodging Work Group
- NCTC Update
 - Over 20k unspent from NCTC
 - Rebranding the organization completely
 - Working on new video content for each county
 - NCTC purchased ½ ad in Visit California brochure
- VCA Update
 - Continuing Rural Regional program
 - Grant Program match maxed 2020/2021 at \$15,000
- Operational Update
 - Fort Bragg office continues to shrink-phone and internet cancelled, furniture sold
 - October will be the last month at that office
- Letters of Support to County | **See Attachments**
 - Over 20k unspent from NCTC
 - Rebranding the organization completely
 - Working on new video content for each county
 - NCTC purchased ½ ad in Visit California brochure
 - 2 letters of support requested to be sent to the clerk of the county board

9. FUTURE AGENDA ITEMS Discussion

- Reading Financial Statements Educational (WiPFLi)

10. NEXT MEETING

TENTATIVE: Wednesday, August 12, 2020 at 1:00 PM

11. ADJOURN

- 2:04 PM SC Motion to adjourn