



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, July 8, 2021 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/85829214194?pwd=b0I2Qm5hdEc2MmRHb1lrWHFmRElsQT09>

*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.

CALL TO ORDER 2:05 PM

ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	X Present <input type="checkbox"/> Absent	Vice Chair At Large
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Secretary Winery/Winegrower
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Treasurer Medium Lodging Operator; Coastal
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	X Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present X Absent	Large, At-Large Lodging Operator; Inland
Raakesh Patel (RP)	<input type="checkbox"/> Present X Absent	Large Lodging Operator; Inland
Elaine Wing-Hillesland (EWH)	<input type="checkbox"/> Present X Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present X Absent	Food & Beverage
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Regional Promotional; Inland

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales
Kathy Janes (KJ)	<input type="checkbox"/> Present X Absent	Administrative Services
Jamie Peters-Connolly (JPC)	X Present <input type="checkbox"/> Absent	Partner Relations and Communications

INTRODUCTION OF GUESTS:

- CHAIR’S COMMENT-Board and staff members should have received an evaluation email for Travis Scott so please complete by Monday.

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.

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 05/13/2021 Meeting | **See Attachment**
 - 1st JS 2nd BB Motion Carries
- FINANCE COMMITTEE UPDATE Discussion Action Items
 - Committee Chair Report: We continue to do well and we continue to have low costs and good income.
 - Financial Statements
 - May 2021 | Approve | **See Attachment**
 - 1st BB 2nd JS Motion Carries

- Move \$35,000 from 5130 (Print & Online Advertising) to 5240 (Research & Development) for Cultivar Contract | *Approve* | FYR – See Budget Attachment
 - 1st BB 2nd SC *Motion Carries*

- **FESTIVAL/MARKETING COMMITTEE UPDATE** Discussion
 - #safemendocino
 - Guides and landing pages have been updated with updated information on both websites
 - PR Report
 - TS:2 FAMs coming in this month
 - Working on media mission with VCA in September
 - Roberta Gonzales/KTVU 2
 - TS:Have one 30-second commercial and 2 15-second commercials running on KTVU and KICU
 - Guaranteed the impressions that were contracted for
 - Cultivar Strategies
 - TS: Marketing committee approved the contract on Tuesday
 - 2nd year contract would be the same price if we decide to renew
 - Festival Subcommittee Report – *See Attached*
 - JPC: Inland and costal events are really coming together and there are many people working on creating events and activities looping into the festival
 - Room to Roam Update
 - RJ: Updated ads and continue to see really good CPC
 - Room to Roam Analytics – *See Attached*
 - Social Media Updates/ Analytics – *See Attached*
 - Google Analytics – *See Attached*
 - Booking Link – *See Attached*

- **ORGANIZATIONAL DEVELOPMENT** Discussion Action Items
 - APPROVE Director Sharon Davis to join Executive Committee at 5th member
 - 1st BB 2nd SC *Motion Carries* SD abstained
 - APPROVE AND RECOMMEND to County of Mendocino that Elizabeth Cameron be appointed to the MCTC BoD - *See Attached*
 - 1st SD 2nd BB *Motion Carries*

- **EXECUTIVE DIRECTOR REPORT** Discussion Action Items
 - NCTC EoY
 - End of year report completed
 - RJ employee review conducted
 - Waiting on personal committee to meet to discuss further
 - MCTC's Filemaker Database
 - Tom Jacobson is working on a proposal for a new CRM
 - Cultivar Contract
 - Approved by marketing committee
 - Burrelles Contract
 - Signed for the new fiscal year
 - Cost Center/Account Verification
 - Color Printer Purchase
 - Printer lease ends in September so VMC purchased its own printer
 - Review of BoD seats and terms
 - Working on filling empty seats

- **FUTURE AGENDA ITEMS** Discussion
 - BoD seats and terms
 - Chair ask directors to be present to meetings and committee chairs ask the same to their committees

- **NEXT MEETING**

TENTATIVE: Thursday, August 12, 2021, 2:00 PM

- **ADJOURN:** 3:02 PM by BB