



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS

MINUTES

DATE: Tuesday, August 09, 2016 **TIME:** 1:00 PM

LOCATION: Mendocino County Tourism Commission, 345 Franklin St, Fort Bragg, CA 95437

CALL-IN LOCATION: Mendocino County Tourism Commission, 390 W. Standley St., Ukiah, CA 95482

Call-In Number: 1-800-567-5900 **Access Code:** 694806

Guests: Brent Haugen, Pauline Zamboni, Jodi Smith, Daphne Haney, Cally Dym

I. CALL TO ORDER-The Chair called the meeting to order at 13:10 PM.

II. ROLL CALL--John Kuhry, Debra DeGraw, Sharon Davis, Jo Bradley, Susie Plocher, Bernadette Byrne (phone-in from listed location), Jennifer Seward (phone-in from listed location), Jan Rodriguez (phone-in from non-listed location). Absent: Marcus Magdaleno, Jitu Ishwar, Deb Kettner

III. CHAIR'S COMMENTS-The Chair stated that there was good headway made with the Executive Director and all Committees working double-time. The Chair wants the Board to start thinking about marketing or not marketing cannabis culture.

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS –Pauline Zamboni made a clarification to Item VI status review from the County is in regards to the Conflict of Interest code.

V. APPROVE MINUTES FROM JULY 12— **Motion to approve minutes made by Sharon Davis; Seconded by Susie Plocher. Motion carried (6-0).**

VI. UPDATE FROM ADHOC BYLAWS COMMITTEE--

- 1) ACTION ITEM: **Motion to accept revisions to Bylaws made by Debra DeGraw; Seconded by Bernadette Byrne. Motion carried (7-0).**
- 2) Update on status review from County regarding the Conflict of Interest code-Pauline has calls out to the County and hopes to have an update in time for the next Board meeting.

VII. UPDATE FROM FINANCE COMMITTEE—

- 1) MCTC Credit Card update: All staff now have business credit cards and there is a 'no receipt no reimbursement' policy instituted with employees and contractors going forward.
- 2) ACTION ITEM: **Motion to approve the June 2016 financials made by Sharon Davis; Seconded by Jo Bradley. Second was rescinded. Discussion tabled to next meeting with a direction to the Bookkeeper to continue reporting financials in accrual method and awaiting findings from the ED who will be speaking with Jon Moore of the County regarding the overpayment.**
- 3) ACTION ITEM: **Motion made to approve the Finance Committee recommendation of not pursuing reimbursement for insurance payments made by MCTC for MCPA/MCLA**

past 12/31/15 made by Jo Bradley; Seconded by Susie Plocher. Motion carried (6-0). Jennifer Seward stepped out during the vote.

VIII. REVIEW ED CONTRACT/AGREEMENT—Debra DeGraw brought the contract to the attention of the Board members who were not previously aware of the terms agreed upon between MCTC and the new Executive Director. The Chair stated that the Personnel Committee will need to meet to recommend what performance bonuses should be offered for the position.

IX. UPDATE FROM MARKETING COMMITTEE— Cally Dym stated that the packet documents should give the Board an idea of what the Committee has been considering however a more formal proposal will be given to the Board to vote upon in September after the budget has been adjusted.

- 1) ACTION ITEM: Possible approval of additional marketing items. **This item tabled until the September meeting.**

X. UPDATE FROM FESTIVAL COMMITTEE—The ED prepared a proposal draft that went to the Festival Committee for recommendation for Board approval. He outlined the process stating that funding applications would be submitted directly to MCTC at the end of each month and a decision made within 15 days with quarterly reporting to the Board. If any requests fall under a conflict of interest, those would go to the Board for review. Additionally for every \$100 requested, the ED suggests asking the organization to donate 1.5 hours of volunteer hours to the community. The application process should weed out the organizations that are not viable for funding thus limiting the need for face-to-face contact between MCTC and the organizations.

- 1) ACTION ITEM: **Motion to approve the 2016-17 Mendocino County Event & Program Funding made by Debra DeGraw; Seconded by Bernadette Byrne. The Board raised concerns regarding having a Committee direct funding, a desire to add a more definitive clause for political propriety and a longer timeline for submission and review process such as quarterly or annually, with a maximum of up to three consecutive years. Motion tabled until September meeting.**

XI. MENDOCINO COUNTY PASSES (INCLUDING ADVENTURE, WINE, AND BEER)—The ED discussed the idea of creating a county adventure pass for purchase by consumers that incorporates activities, museums, attractions and potentially wine tasting. Discussion has also led to a countywide wine pass and possibly incorporating craft beer. Sharon Davis stated that passes can be bulked into themes such as “Family Pass”, “Romance Pass”, “Adventure Pass”, etc. The ED requests approval to reach out to legal counsel regarding some of the responsibilities of the organization; however, the Board will not vote on accepting the pass until the next meeting when it is listed as an Action Item.

XII. FUNDING REQUESTS: DISCUSSIONS AND SOLUTIONS—Addressed during Item X: Update from Festival Committee

XIII. EXECUTIVE DIRECTOR’S REPORT—The ED provided a list of his meetings with staff and contractors. He stated that there has been movement in defining employee roles. Positions for both a Sales & Hospitality Coordinator and Online Marketing Consultant are now being advertised. He is negotiating a new agreement with CC Media. Newly established internal policies include: upgrading of phone system, no-jeans or pets allowed by staff, consolidating personal cell phone, reviewing full budget with expenses. Striving for reducing

administrative costs and bringing a sales model for the whole county. Newly established external organizational policies include: reaching out with cannabis tourism, created events program funding, met with 20 lodging partners both inland and coastal.

XIV. FUTURE AGENDA ITEMS—Budget & Marketing Plan, Additional Marketing Items, Event & Program Funding process and application, Mendocino County Pass

XV. NEXT MEETING-Inland on Wednesday September 14 at 1 PM.

XVI. ADJOURN-The Chair adjourned the meeting at 14:44 PM