



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES

DATE: Thursday, September 9, 2021 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/89162673234>

*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 2:07 PM**

• **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)	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)	<input type="checkbox"/> Present X 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)	X Present <input type="checkbox"/> Absent	Administrative Services
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations and Communications

INTRODUCTION OF GUESTS:

Koleen Hamblin – Koli Communication

• **CHAIR’S COMMENT**

- Doing very well financially

• **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 07/08/2021 Meeting | **See Attachment**
- No quorum

• **FINANCE COMMITTEE UPDATE Discussion Action Items**

- Committee Chair Report:
- Financial Statements
 - June 2021 preliminary EOY financials | Approve | **See Attachment**

- July 2021 financials | Approve | **See Attachment**
- No quorum

- **FESTIVAL/MARKETING COMMITTEE UPDATE** ✓ Discussion

- #safemendocino
 - Over 1,500 mirror clings have been shipped to partners and stakeholders
- PR Report – Presented by Koleen Hamblin | **See Attachment**
- Harvest Feast Mendocino
 - BB: Will not be having a Harvest Feast and will focus on marketing brand awareness rather than large events and gatherings
- Wellness Feast Mendocino
 - BB: Next festival and marketing meeting committees will decide if we will proceed with Wellness Feast
- Room to Roam Update
- Room to Roam Analytics | **See Attachment**
- Social Media Updates/ Analytics | **See Attachment**
- Google Analytics | **See Attachment**
- Booking Link | **See Attachment**

- **PERSONELL COMMITTEE UPDATE** ✓ Discussion

- Executive Director’s annual review completed
- CD: Travis met all his goals which allowed him to receive his bonus per his contract and received a cost-of-living increase

- **ORGANIZATIONAL DEVELOPMENT** ✓ Discussion ✓ Action Items

- UPDATE: Elizabeth Cameron will be appointed to the MCTC BoD awaiting her swearing in.
- TS: Elizabeth would like to start in January at the annual meeting

- **EXECUTIVE DIRECTOR REPORT** ✓ Discussion □ Action Items

- MCTC’s Filemaker Database conversion
 - Switching from Filemaker to Pipedrive as our CRM
- Cost Center/Account Verification
- Annual Financial Audit Scheduled for October/JJACPA
- PPP Loan Forgiveness
 - Loan was forgiven
- Wine Competition
 - Very successful competition promoting Mendocino County wine
- Koleen Visit
 - Visited with partners and stakeholders throughout the county during her stay
- OOO 8/26-9/7

- **FUTURE AGENDA ITEMS** ✓ Discussion

- June and July 2021 Financials
- July 8 BoD Meeting Minutes

- **NEXT MEETING**

TENTATIVE: Thursday, October 14, 2021, 2:00 PM

- **ADJOURN:** 2:52 PM by BB