



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, February 19, 2019 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482

*CALL-IN LOCATIONS: 345 North Franklin Street, Fort Bragg CA 95437 and Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482.

MCTC Ukiah Conference Room: (707) 671-7827

*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.

I. CALL TO ORDER

1:06 PM

II. ROLL CALL

A. BOARD MEMBER	ATTENDANCE STATUS		TITLE
John Kuhry (JK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair At Large Member
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair Coastal Large Lodging Operator
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Treasurer Arts Organization/Attractions
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary Winery/Winegrower
Sharon Davis (SD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	At Large Lodging Operator (1:08 PM)
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Inland Large Lodging Operator
Martha Barra (MB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium Lodging Operator

B. STAFF MEMBER	ATTENDANCE STATUS		TITLE
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant

C. INTRODUCTION OF GUESTS

Liz Jacobs Wild-Fish Restaurant

III. CHAIR'S COMMENTS

IV. 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. BB – Whole Foods in Northern California and Reno, February 27th through April 30th, will be exclusively pouring Mendocino Wines (in 43 stores) and 20 stores will be demoing 6 specially selected Mendocino Wines!


V. CONSENT AGENDA ITEMS Discussion

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.

- a. REVIEW/APPROVE Minutes 1/17/2019 Meeting Possible Action
- b. REVIEW/APPROVE MCTC December 2019 Financials Possible Action

Jl moved to approve the consent agenda, BB 2nd, Roll Call: all present approved, 3 absent

VI. EXECUTIVE DIRECTOR REPORT Discussion

- a. BID Advisory Board Draft Report
TS - Budget included is draft, 3rd BID Meeting in March the final Draft of this report is expected to be presented to the BID, the information in the draft report shown here for today is only for informational purposes, it is not a final only a draft copy.
- b. PIA Request City of Fort Bragg
TS – On January 25, 2019 he received information over 6066 VMC files were found on a city computer following the termination of a city employee whom was once employed by VMC. The majority of the documents were public documents, however some of what was found was employee information. TS ensures the board a new policy will be put in place to protect such information moving forward.
- c. REVIEW/APPROVE 105 office separation quotes, for wall build  Possible Action
3 Quotes presented, varing price ranges and structures
BB moved to approve the Round Tree Glass Construction, MB 2nd, Roll Call: all present approved, 3 absent


VII. MARKETING COMMITTEE UPDATE Discussion

- a. Marketing Committee Reportable Items
ADG - Web Analytics: YOY (1.1 through 1.31), VisitMendocino.com has increased its user base by 66%, increased sessions by 57% and new users have increased by almost 66%. MO M, (Dec to Jan), sessions have increased 37%, new users have increased 32% and average session duration has increased 17%, and the volume of mendomoments activity increased by 41%. Media Performance: AXM, Facebook and Spotify continue to contribute to VisitMendocino.com (VM) site engagements and increase brand awareness with the following data points in mind: Engagement: AXM, Facebook and Spotify have contributed 62.4K content views on the VM site. AXM has improved its cost per content (CPCV) from Dec to Jan by more than 2x, from around \$3.50 to under \$1.70, while Facebook improved its CPCV by 33%, from \$0.57 to \$0.39. Spotify also delivered an improved CPCV from \$46 to under \$19 by the end of January.

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

- a. Organizational Development Committee Reportable Items
Nothing at this time

IX. FINANCE COMMITTEE UPDATE Discussion

- a. Finance Committee Reportable Items
- b. REVIEW/APPROVE 2019/2020 Budget  Possible Action
SC moved to approve the 2019/2020 Budget as presented, JI 2nd, Roll Call: all present approved, 3 absent
TS – Budgeted at a conservative +105% YOY 19/20 vs. 18/19, in 18/19 we booked +108.35% YOY 18/19 vs. 17/18. Added \$100k to the budget from the \$400K reserves, per finance committee request, to prevent the appearance of holding a surplus of funds. Pulled Marketing and Sales contractors into staffing to show true staffing costs, with that we are still well below the industry standard at our employee/personnel rates at below 31% of costs.

X. PERSONNEL COMMITTEE UPDATE Discussion

- a. Personnel Committee Reportable Items
Nothing at this time

XI. FESTIVAL COMMITTEE UPDATE Discussion

- a. Crab Feast Review & Survey Responses
KK – 8 responses to the survey, 100% were positive, 100% said will participate again, many commented on their appreciation on the upgraded campaign. Majority of the dinners/events sold out.
- b. Stakeholder Training February Schedule
KK – Starting tonight with additional nights scheduled into February and March. BB – requested the social media class be offered during the day. JI – mentioned classes may have additional success if offered during the day.
- c. Taste Mendocino Updates
BB - April 25 Battery event cancelled with zero kick back, Taste tickets are already selling, almost 30 Wineries are on board so far, Plus a growing list of Properties are lined up.
- d. Whale Festival Updates

ADG – Marketing underway, see included packet

XII. VISITOR SERVICES COMMITTEE UPDATE

a. Visitor Services Committee Reportable Items

RS - Met with a full committee this month, State Fair Exhibit has been decided on “Mendocino Harbors”, alternates back and forth between inland and coastal exhibits, last year was inland, tear off maps are stocked, Committee to meet quarterly

XIII. FUTURE AGENDA ITEMS Discussion

Partner Funding Updates

Visitor Guides

XIV. NEXT MEETING

SET

DATE: Tuesday, March 12, 2019

LOCATION: 105 West Clay St, Ukiah CA 95482 & 345 North Franklin Street, Fort Bragg CA 95437

TIME: 1:00PM

XV. ADJOURN

JI Moved, 2:10 PM