



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Thursday, October 15, 2020 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/85842642438?pwd=TkNJbUYyVzRjaWNHSytHdFY1Vjl3QT09>

*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 2:08 PM

2. 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
Jamie Peters Connolly (JC)	X Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	<input type="checkbox"/> Present X Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	2:10 PM 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)	X Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray	2:10 PM 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 Coordinator
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Assistant

INTRODUCTION OF GUESTS:

Elaine Wing Hillesland – Raku House Mendocino Village
Ron Moorhead – Willits Chamber of Commerce
Katrina Kessen – Greater Ukiah Business and Tourism (Introduction through chat)

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 9/09/2020 Meeting | **See Attachment**
 - JS – 1st 2nd JC – Roll Call Vote, Motion Carries

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 11/3/2020 at 12:00 PM)

- Committee Chair Report:
- Community Partner Marketing Funding FY 2019/2020 payments:

uphold not funding or change decision to fund | Approve Committees Recommendation | **See Attachments**

Presentation and Attachments by Willits Chamber of Commerce

- SC-It is recommended by the Finance Committee that the BoD uphold the changes (budget reductions) to the MCTC budget as approved in our April 14th meeting, one of those reductions was our partner funding program. We are still in the middle of the COVID-19 Pandemic and we need to keep that and the winter shoulder season top-of-mind in remaining solvent to stay the course in our mission to promote tourism in Mendocino County.
- Motion to approve recommendation BB 1st JC 2nd – *Roll Call Vote, Motion Carries*
- Financial Statements
 - August 2020 | Approve | **See Attachment**
 - Approve September Financials with correction 1st JS 2nd JI – *Roll Call Vote, Motion Carries*
 - Correction: Moving \$8,333 in account 5520 to same account in FY 2019/2020

7. FESTIVAL/MARKETING COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: 11/3/2020 at 10:00 AM)

- Committee Chair(s) Report:
 - Festival:
 - Our View of Fall Campaign launched, creative looked great and metrics look good so far
 - Creating similar campaign for the winter months to replace crab feast
 - Marketing:
 - Excited about the booking link we are going to have on the website
- Staff Report:
 - PR Update
 - 7 FAM trips in process
 - Working on November media release – micro trips
 - Will begin resending our PR highlights to stakeholders again
 - Crab Feast/Winter Campaign Update
 - Brainstorming wine tasting at lodging properties opportunities
 - Leave Nothing Behind but Footprints – **See Attachment**
 - Banners and signs are up in the coastal parks
 - Fall Campaign – **See Attachment**
 - Created a google ads account to manage marketing campaigns inhouse
 - Website booking link – **See Attachment**
 - No cost to stakeholders
 - VMC will be paying for implementation
 - Social Media Stats & Google Analytics

8. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE ✓ Discussion ✓ Action Items

(NEXT MEETING: TBD)

- Available seats on MCTC BoD and candidates
 - Canvas of votes will take place on Monday, October 26, 2020
 - 2 candidates for small lodging seats
- Available seats on BID and candidates
 - Cindi Wagner, Lord's Land
- Update on recommendation by BID to form Ad-hoc to discuss revenue enhancement for tourism promotion
 - Committee recommends tabling recommendation to next FY
- Update on discussion: including "General Manager" in the BID ordinance language
 - Committee recommends tabling recommendation to next FY

9. EXECUTIVE DIRECTOR REPORT ✓ Discussion ✓ Action Items

- Q2 2019/2020 Report – **See Attachment | APPROVE**

- Q3 2019/2020 Report– **See Attachment | APPROVE**
- Q4 2019/2020 Report – **See Attachment | APPROVE**
 - Motion to approve slate of quarterly reports: 1st BB 2nd JC – *Roll Call Vote, Motion Carries*
- Update on Annual Report
- Enlighntn/Cannabis Update
- Corragio Group/Strategic Plan Update **See Attachment | APPROVE**
 - TS – Tabling item to bring to executive committee first
- NCTC 2019/2020 Report – **See Attachment**

10. FUTURE AGENDA ITEMS  **Discussion**

- Discussion regarding partial funding to Willits Chamber on Finance Committee Agenda

11. NEXT MEETING

TENTATIVE: Thursday, November 12, 2020 at 2:00 PM

12. ADJOURN 3:26 PM by JS