



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES

DATE: Thursday, November 11, 2021 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/87690303612>

*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 2:11 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)	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) 2:14 PM	X Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
OPEN 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 (KG)	<input type="checkbox"/> Present X 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:

• **CHAIR’S COMMENTS:**

• **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 10/14/2021 Meeting | **See Attachment**
 - 1st SC 2nd SD Motion Carries

• **FINANCE COMMITTEE UPDATE Discussion Action Items**

- Committee Chair Report:
 - We are doing very well financially. Members of the finance committee have seen the financials and budget amendments and find them favorable. No quorum at the finance meeting so it is being passed to the board for approval.
- Financial Statements
 - September 2021 financials | Approve | **See Attachment**

- 1st BB 2nd SD 2nd *Motion Carries*
 - Budget Amendments FY 2021-2022 | Approve
 - 1st BB 2nd SD *Motion Carries*
- **FESTIVAL/MARKETING COMMITTEE UPDATE** Discussion
 - PR Report
 - Key placements: Travel & Leisure, AFAR, MSN, Only in Your State
 - TS attended successful media trip in Los Angeles
 - Cultivar
 - JC: VMC sent invites to join two 60-minute Cultivar Strategy webinar sessions next week for more information regarding cannabis tourism.
 - Mendocino Film Festival
 - JC: Met with the new Executive Director and offered to create a press release and committed to a month long social/programmatic campaign as well as providing swag bags for their VIPs
 - Bay Area Travel & Adventure Show
 - Q3-Campaign
 - Television, Radio, Podcast, social media & programmatic
 - Room to Roam Update (Call to Action)
 - Room to Roam Analytics | ***See Attachment***
 - Social Media Updates/ Analytics | ***See Attachment***
 - Google Analytics | ***See Attachment***
 - Booking Link | ***See Attachment***
- **VISITOR SERVICES COMMITTEE** Discussion
 - Resident/Visitor Studies
 - JC: Reach out to various organizations regarding a resident sentiment study and decided to complete both the study and survey one after another
 - Goal is to find out what our locals think about tourism and their wants
 - Received two different proposals and would like to select one and begin the process in January
 - Gateway Signage
 - JC: Will be scouting for locations for the gateway signs in January.
 - Visitor Guide (PRINTED) | ***See Attachment***
 - RJ: 3,000 brochures requested throughout the county. Working on getting them delivered.
- **EXECUTIVE DIRECTOR REPORT** Discussion Action Items
 - Annual Financial Audit Update
 - All items uploaded – waiting for JJACPA to find an opening in their schedule to continue
 - New Employee Recruitment – Marketing & Communication Coordinator
 - Board Recruitment
 - Actively being worked on and CD is assisting
 - BID Advisory Recruitment
 - Actively being worked on
 - CALCAMPNOW – BID/Private Campgrounds Update
 - Presentation to Humboldt CVB/NCTC Meeting
 - Annual Board Meeting Prep
 - By Laws Review/Update
- **FUTURE AGENDA ITEMS** Discussion
 - **January Meeting:** Visit CA Travel Impacts Report
- **NEXT MEETING**
TENTATIVE: Thursday, December 9, 2021 at 2:00 PM

- **ADJOURN:** by SD 3:13 PM