



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES

DATE: Thursday, December 09, 2021 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/89811442956>

*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 2:03PM**

• **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)	<input type="checkbox"/> Present X 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)	<input type="checkbox"/> Present X 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)	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:

• **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 11/11/2021 Meeting | **See Attachment**
 - 1ST BB 2ND SD *Motion Carries*

• **FINANCE COMMITTEE UPDATE Discussion Action Items**

- Committee Chair Report:
- Financial Statements
 - October 2021 financials | Approve | **See Attachment**
 - 1ST SD 2ND BB *Motion Carries*

- **FESTIVAL/MARKETING COMMITTEE UPDATE** ✓ **Discussion**
 - Brett will be creating a list of action items for VMC/Cannabis business support
 - PR Report
 - TS: 3 new FAMs currently planned
 - New fungi press release just went out
 - Working on the January hot sheet
 - Local Events to be supported by VMC: Little River Whale, MCC Crab Dinners, White Wine Festival, Pinot Fest, Taste Mendocino, Mendocino Film Festival, Spring Beer Trail, etc
 - Cultivar
 - JC: Cultivar hosted 2 webinars discussing cannabis tourism to partners and stakeholders middle of November
 - Also sent out a survey following those webinars
 - Will be meeting with cannabis partners in the upcoming quarter
 - Wellness Campaign
 - JC: Send out a call for events last week
 - Working on adding specials to our website
 - Q3-Campaign
 - Television, Radio, Podcast, social media & and now programmatic (see attached)
 - Room to Roam Update – call to action changed to “learn more”
 - 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 Sentiment Survey/Visitor Survey – *See Attached*
 - JC: Approved by Visitor Services and moving forward
 - Fuller Digital Media: Stakeholder Outreach – *See Attached*
 - Visitor Guide Distribution – Norm Kessen to deliver (week of Dec 13)
 - Gateway Signs – 1st Quarter Road Trip
- **EXECUTIVE DIRECTOR REPORT** ✓ **Discussion** ☐ **Action Items**
 - New Employee Recruitment – Marketing & Communication Coordinator
 - Interviewing two candidates next week
 - Board Recruitment
 - Coastal Chamber or Regional Promotional
 - Small Lodging
 - Large Lodging
 - BID Advisory Recruitment
 - Inland Lodging
 - BID Advisory Report Draft
 - CALCAMPNOW – BID/Private Campgrounds Update
 - Working on a presentation for the January board meeting for private campground stakeholders
 - Annual Board Meeting Prep
 - By Laws
 - Annual Report
 - VCA Economic Impact of Travel report
- **FUTURE AGENDA ITEMS** ✓ **Discussion**
 - **January Meeting:** Visit CA Travel Impacts Report
- **NEXT MEETING**

TENTATIVE: Thursday, January 13, 2021, ALL DAY, Little River Inn

- **ADJOURN:** 2:55 PM by SD