

## Priority Tasks

#1 Set up meeting with county executives and key volunteers regarding BID report timing to Board of Supervisors; determine methods to fill board seats on MCTC and BID boards, open communication channels with key officials with the new ED and then calendar all dates for future use.

- All elected BoD seats have been applied for Shari holding elections, all appointed seat applications have been filed with Planning & Building. On target for November BoS meeting.
- Continually working with County Staff to keep things moving based on county contract timeline

#2 Hire and train New Office Manager – bring accounting in house

- Emily is here and learning the ropes – plan to phase Daphne out by January.

# 3 Schedule meeting with Festival Committee Chair, Board Chair and ED to determine best method to distribute partner funding for 2018-19 and obtain board approval at July board meeting.

- Done, only two checks left to distribute.

#4 ED to review options and report back to board on location options. Once determined then develop plan for relocations including improving technology (phone systems/internet etc)

- Done

#5 Schedule Board Education/Follow up to Planning Session (with facilitator) to include (1) review current committee structure and duties; (2) review and update Strategic Plan as needed; (3) Discuss 5 year Bid option and determine feasibility; schedule in the next few months for a date for the meeting to be held in the fall of 2018.

- Committee structure and duties have been reviewed, Visitor Services is outlier, pending a meeting. Committee Chair resigned from BoD. Staff Richard Stromm has scheduled a meeting for the first week of October. My other recommendations were to have the Marketing and Festival committees either meet together and make decisions. It worked best to have the Festival committee meet first then the Chair meets with the Marketing committee directly following Festival meeting.
- Personnel committee disliked use of a facilitator
- Strategic Plan is back in action and daily attention to duties and projects to tie back to plan.
- I have not at this point investigated the feasibility of the 5-year BID. I've been working specifically to bring Point Arena back into the BID.

#6 Schedule fixed committee and board meetings for the next several months to get these backs on schedule.

- Done

#7 Evaluate reporting metrics for focus on ROI including new website and TOT/BID Data from county.

- Evolving task with regard to the website the "Quantcast" metrics are coming in monthly and reports are being sent to stakeholders. BID data from 4<sup>th</sup> Quarter of FY 17/18 just received from Tax Collector.

## Additional Tasks

- Report back the board with a proposed plan and budget for education/travel/conference attendance for the first 6 months/year. (Suggested discussing with Scott S and staff)
- Visit City Managers, "Visit" groups, chambers, etc.
- Get acquainted with all lodging stakeholders
- Give specific attention to Fort Bragg key players/small motels as noted

- “Bridge Building” with Inland Participants – look for ways to make all properties to feel more included and valued.
- Start recruiting for BID and MCTC Board members. Overall process included in Task # 1 - need cooperation and integration with county processes, rules and regulations and then work through the process.
- Update job descriptions and Org chart
- Succession planning for key team members and ED
- Continue organizational development and team building
- Schedule stakeholder education meeting(s) in the fall to continue education and stakeholder outreach process

= needs more attention

= action taken, and continual attention given