

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, December 13, 2016 **TIME:** 1:00 PM

PLACE: Mendocino County Tourism Commission, 345 N. Franklin St., Fort Bragg, CA

CALL-IN LOCATIONS: 3766 Feliz Creek Road, Hopland, CA 95449, ; 62-2308 Kanehoa Street, Kamuela HI 96743 and The Travelodge, 1720 N. State Street, Ukiah, CA 85482



- I. **CALL TO ORDER – 1:02 PM Meeting is called to order by Member Kuhry**
- II. **ROLL CALL** – In attendance: John Kuhry, Debra DeGraw, Marcus Magdaleno, Sharon Davis, Jo Bradley, Susie Plocher. Bernadette Byrne (Phone in location, Hopland) Deborah Kettner (Phone in location, Hawaii) Jan Rodriguez, Jitu Ishwar (Phone in location, Ukiah)
Staff in attendance: Brent Haugen, Katherine Chacon and Vanlee Waters.
Public Guests in attendance: Cally Dym and Wendy Roberts
Special Guests: Jerry Murphy and Katya Gregonis
- 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 – No comments.
- V. **APPROVE MINUTES FROM OCTOBER 12 AND NOVEMBER 9, 2016 MEETINGS** – Member Byrne motioned to approve October and November minutes and Member Rodriguez seconds. Member Magdaleno requested clarification on the November minutes on item VI, item b, The Informed Process on filling Board Positions, third sentence to be revised as follows; Member Magdaleno stated per the County contract the Bid Advisory Board nominations will come from MCLA.” Member DeGraw’s name was corrected from McGraw. Member. Member Byrne revised her motion to accept these revisions and Member Rodriguez seconded. **Motion passed 9 - 0.**
- VI. **2014-15 AUDIT RECOMMENDATIONS REPORT**
 - a. **ACTION ITEM:** Discuss and Approve Audit Recommendations – Jerry Murphy and Katya Gregonis arrive at 1:21pm. There was much discussion over concerns with regards to previous practices and what, if any, consequences to this current organization and the assessment of these potential risks. The board discussed possibly employing a tax attorney for this risk assessment. There was also discussion about the 990 for non-profit tax report form and if that could be amended if needed Member Magdaleno motions to have the Executive Director to obtain a cost quote for a tax attorney to do a risk analysis for relevant years, Member DeGraw seconds.
Motion passed 5 – 4.
Member Kuhry made note for the record that the auditor did not reach out to the previous Executive Director or Staff for the missing information. Member Rodriguez motioned to have the current Executive Director contact the previous executive director, staff and contractors (if needed) to give an opportunity to locate missing materials and to address the deficiencies to facilitate in the acceptance of the audit recommendations, Member Ishwar seconded. **Motion passed 9 – 0.** Member DeGraw announced that this was her last meeting and will not be re-applying and left the meeting at 2:39pm.
- VII. **STRATEGIC PLAN UPDATE** - Member Bradley joined the meeting at 1:16pm. Executive Director Haugen gave an update on the Coraggio Consulting group and the beginning of their work on January 3,2017. There was discussion of forming a board to oversee the Strategic Plan and that strategy will be discussed at a later date.

- VIII. QUARTERLY REPORT** – Executive Director Haugen gave an update on the quarterly report. Digital Marketing ramped up in September. Cooperative Advertising has been successful. Member Davis motioned to accept and Member Plocher seconds. **Motion passed 10 - 0.**
- IX. CANNABIS ACTION PLAN**
- a. ACTION ITEM: Review, Discuss and Approve Proposed Action Plan - Executive Director Haugen presented a cannabis action plan and sample ballot. Proposal included a majority approval of 80% or more from all stakeholders (Lodging and the BOS). The public relations funds varied from 2% to 6% of the fiscal year’s budget. Member Magdaleno motioned to accept the cannabis action plan and Member Davis seconded. Discussion opened with reference to education of Proposition 64 being a necessary component for buy in. There was much conversation about a hosting a public educational forum and it was determined that the Marketing, Sales and Communication Summit to be held on January 9th would be the perfect opportunity. Member Magdaleno withdrew his motion to accept this action plan.
- X. BOARD UPDATES**
- a. Mendocino County Progress on Filling MCTC Board Seats – There was discussion about the open seats and talk about postponing the January Board of Directors meeting until the At Large Coastal and Food/Beverage seats are filled. Application deadline is the end of December. An appeal went out for qualified applicants to be encouraged to apply as this is the third round to gain applicants. Member Magdaleno requested to have the organizational chair to contact this board early to facilitate the movement of these appointments. Nominations are collected by the County and submitted to both the MCLA and the MCTC boards.
- b. BID Advisory Board Update – Bid Advisory Board is a five (5) member board and is working on the formatting of the budget categories and clarification and flexibility of the sub categories. Also on the Bid Advisory report is the topic of RV and camping to be included in the TOT and bid revenue and should be a potential agenda item.
- c. ACTION ITEM: Joint MCTC Board & BID Advisory Board Meeting (including Brown Act Training) – Executive Director Haugen brought up organizing a retreat to include The Brown Act training for new board members and suggested the end of January as a timeframe. Member Kuhry recommended a Doodle poll. This action item has been tabled until further notice.
- XI. FINANCE COMMITTEE UPDATE**
- a. ACTION ITEM: Approve October Financials – Member Magdaleno gave an update on the finance Committee including the approval of both October and November Statements and how all items are under budget. There was some discussion about the utilities and postage accounts. Member Davis motions to approve the financials and Member Plocher seconds. **Motion Passed 8-0.**
- b. ACTION ITEM: Review and Approve Capitalization Policy – Member Magdaleno commented that the Capitalization Policy was needed and good to have in place. Member Davis motions to approve and Member Plocher seconds. **Motion Passed 8-0.**
- XII. MARKETING COMMITTEE UPDATE**
- a. ACTION ITEM: Recommended Marketing Agency Finalists - Member Seward left the meeting at 3:36pm. The RFP was sent out to 20 different agencies and 7 proposals were received and reviewed. The Marketing Committee recommended and invited the following to presentations in Ukiah, January 4th, and 5th; Theory SF, Circlepoint, Mental Marketing and Mortar. Member Davis motions to accept the recommendations and Member Bradly seconds. **Motion Passed 8-0.**
- b. ACTION ITEM: Review and Approve Family Travel with Coleen Kelly Proposal – This is a Marketing Committee recommended action item. This program will be aired on PBS and offers a very broad reach for the next 2 years through the US and will target our ideal audience. There was some discussion about

cost and timeline of payments as well as filming and final product dates. There was a call to vote and **Motion passed 5-2.** Member Rodriguez did not respond and appeared to be absent.

- c. Marketing, Sales and Communication Summit Update – Executive Director Haugen presented a sample questionnaire/survey to the board for review. The Board would like to have an educational forum during the Marketing, Sales and Communication Summit prior to the questionnaire/survey being sent out to stakeholders. Executive Director Haugen stated that he will incorporate the cannabis education forum into the Summit.

XIII. PERSONNEL COMMITTEE REPORT

- a. Closed Session Report – Executive Director Haugen’s bonus structure was discussed and the personnel committee has recommended adopting the bonus criteria and that it be reviewed annually. Member Magdaleno motions to approve and Member Bradly seconds. **Motion passed 7-0.**
- b. Update on Richard Strom – Richard Strom toggles his work between MCTC and NCTC. This has always been a grey area. Mr. Strom has indicated he would like to continue to work for both entities and would like to become an independent contractor beginning January 1, 2017. Personnel Committee has reviewed, discussed and supports these changes.

XIV. FESTIVAL COMMITTEE UPDATE

- a. None at this time

XV. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Update – Member Magdaleno gave an update concerning visitor information, stocking, signage, video displays and signs on highway 128. Electric Kiosks is a no go.
- b. Santa Rosa Sales Mission for 2017 – Committee is researching companies in the area. There was discussion on selling our destination for retreats, meetings and team building and more information is forthcoming.
- c. ACTION ITEM: Mendocino County Employee Incentive Program Plan 2017-18 – This program was developed in 16/17 and will be implemented in 17/18 and is designed offer lodging discounts to employees and family members. There were discussions pertaining to a name change of the program and name change will be forthcoming. Member Magdaleno motions to approve program, Member Bradley seconds. **Motion passed 7-0.**

XVI. BUDGET REQUEST TO BOARD

- a. ACTION ITEM: Approval for holiday gifts for VMC Team and Staff – Discussion occurred about a budget for holiday gifts for the VCM Team and Staff. Member Davis motioned to approve and Member Bradley Seconds. **Motion passed 6-0.**

- XVII. Ukiah on Ice Update – Sponsorship and complementary tickets were given to Ukiah lodging and a skate and stay program was implemented.

XVIII. FUTURE AGENDA ITEMS

- a. ADVENTURE PASS DISCUSSION
- b. RESERVATION SYSTEMS FOR VISITMENDOCINO.COM
- c. STAFF POSITION DESCRIPTIONS
- d. CAMP GROUNDS MEMBERSHIP AND TOT
- e. VRBO

NEXT MEETING – Member Magdaleno suggest a postponement of the next BOD meeting pending BOS appointments of members.

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