



MCTC Executive Director's Report July/August 2016

Staffing & Contractors

- Met with all staff and contractors.
- Updated & created job descriptions for both Donna Hannaford & Gracia Brown.
- Donna Hannaford resigned from her current position. Her last day was 8/2.
- Posted the position for Sales & Hospitality Coordinator and currently in recruitment mode.
- Reached out to Mendocino College to hire an intern to work Saturdays and help with market research and the First Friday program.
- Richard Strom is now in charge of managing all MCTC collateral. He will work in concert with Alison de Grassi to assure brand standards are met.
- Richard Strom will also be responsible in sending out group leads to the lodging and venue constituents.
- Jodi Smith will manage all vendor relationships under her position.
- Brendan McGuigan is terminating his service as MCTC's Online Marketing Consultant at the end of August. Alison de Grassi and I met with Brandhound to cover these services until a new contractor is hired.
- CC Media has created a new agreement with MCTC. I am in current negotiations with their company to come to an agreement on the terms.

Office Policies

- Enacted a "jeans" policy to only be worn on Fridays and/or days for loading or cleaning.
- Employee pets are not allowed to be brought into the workplace on a regularly scheduled basis.
- All accounts payable will be approved by the executive director and processed each week on Thursdays.
- The office will be closed between 12:30-1:30pm to accommodate lunch until new staff are hired.

Organizational Policies

- Reached out to the Colorado Office of Tourism to seek out information on their stance and response to the legalization of cannabis tourism. Have been connecting with other professionals in the area to gain more insight on the direction for the organization.
- Created a 2016-17 Mendocino County Event & Program Funding for the Marketing Committee to review and then the board.

Internal Systems

- Auditing of all internal systems.
- Staff has been given customer relationship management (CRM) systems to review. We will be moving forward in implementing a system before the end of this year.
- Negotiated a different phone/fax/internet bundle with AT&T (avg savings \$225/month).
- Leased a color copier to save on printing costs and staff time. The cost will be \$78/month which includes the copier lease, maintenance and supplies.
- Met with Verizon Wireless on switching to business cell phone plan (potential savings \$35-\$50/month).
- Purchased new phones to enable individual extensions and voicemail.
- Met with Jodi Smith and Daphne Haney to discuss the boarding and orientation process for new staff. Daphne and Jodi created a packet and the organization is ready to implement this new program.

Budget

- Reviewing expenses and the budget. Will be making modifications and presenting to the Finance Committee in September, then the board.

Marketing & Communications

- Reviewing the marketing plan. Will be creating the plan and presenting to the Marketing Committee, then the board in September.
- Researched and presented 2016-17 marketing & advertising considerations for the Marketing Committee to review and then the board.
- Met with Richard Strom & Alison de Grassi to discuss the feasibility and implementation of a county-wide adventure pass as well as a wine and beer pass. A list of potential businesses was created for the adventure pass. The next step is to create a pricing structure for this 5-day pass. For the wine pass, I met with Bernadette Byrne and she is excited about partnering with our organization on this endeavor.
- Met with Richard Strom & Alison de Grassi to update the meeting planner's guide and to begin the creation and implementation of a sales kit to promote retreats, reunions and small meetings. The plan is to have a program and process ready by the end of this year and begin promoting this program to associations, organizations, corporations and groups in January.

- Met with Richard Strom & Alison de Grassi on the creating of a pot-friendly guide for the county. The collection of this information will begin to prepare for the potential legalization of cannabis in the county. This information will be collected for the guide as well as the website. All of the team shared resources and contacts as we move forward in preparation.

Business Leads

Richard Strom sent out the following leads to the full lodging & venue list to host the following organizations:

- Meeting Professionals International Board Retreat in January
- Bay Area Travel Writer's Board Retreat in February

Meetings & Events

- 7/11 MCTC Staff Meeting
- 7/12 MCTC Board Meeting
- 7/14 Donna Hannaford to discuss Position Description
- 7/14 Willits Rebranding
- 7/15 Budget Meeting with Daphne Haney
- 7/20 Destination Hopland (Mushroom Festival)
- 7/20 Marketing Committee
- 7/29 Heidi Dickerson, Leadership Mendocino
- 8/2 County Board of Supervisors
- 8/3 Festival Committee
- 8/3 Finance Committee
- 8/4 Directors Dinner, Redwood Empire Fair
- 8/5 Mendocino Wine Competition

Board, Lodging & Staff Listening Sessions

- 7/11 Gracia Brown
- 7/11 Jodi Smith
- 7/12 Alison de Grassi
- 7/13 Donna Hannaford
- 7/18 Best Western, Fort Bragg
- 7/18 Ocean View, Fort Bragg
- 7/18 Sharon Davis, Coastal Chamber
- 7/19 The Atrium B&B, Fort Bragg
- 7/19 Glassbeach Inn (need to reschedule)
- 7/19 Boonville Hotel, Marcus Magdaleno
- 7/20 Grey Whale Inn, Fort Bragg
- 7/21 Richard Strom
- 7/21 Super 8, Fort Bragg

- 7/21 Dennen's Victorian Farmhouse, Jo Bradley
- 7/22 North Cliff Hotel, Fort Bragg
- 7/25 Harbor Lite Hotel, Fort Bragg (need to reschedule)
- 7/25 Motel 6, Fort Bragg
- 7/26 Country Inn, Fort Bragg
- 7/27 Bernadette Byrne
- 7/27 Hampton Inn, Ukiah
- 7/27 Columbi Motel, Fort Bragg
- 7/28 Beachcomber Motel (need to reschedule)
- 7/29 Comfort Inn, Ukiah
- 7/29 John Kuhry
- 8/1 Travelodge (Ukiah), Jitu Ishwar (need to reschedule)
- 8/1 Days Inn, Ukiah
- 8/2 Super 8, Willits
- 8/5 Fairfield Inn, Ukiah