



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS

MINUTES

DATE: Tuesday, March 8, 2016 **TIME:** 1:00 PM – 5:00 PM

PLACE: Ukiah Valley Conference Center, 200 South School St, Ukiah, CA 95482

Call-In Number: 1-605-475-5950 **Access Code:** 694806

Guests: Joe Webb, Jodi Smith (Minute taker), Alison DeGrassi, Wendy Roberts, Nicole Newman, Shannon Riley, Pauline Zamboni

I. CALL TO ORDER-The Chair called the meeting to order at 1:02 PM.

II. ROLL CALL-John Kuhry, Debra DeGraw, Marcus Magdaleno, Bernadette Byrne, Jan Rodriguez, Jennifer Seward, Susie Plocher

III. CHAIR'S COMMENTS-The Chair briefly announced the plan for the meeting.

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS –Wendy Roberts commented on the need for tourism and visitor service improvements including having the BOD support a resolution for county wide broadband internet service in addition to addressing the lack of public restrooms in Boonville.

V. VISIT UKIAH PRESENTATION—Shannon Riley spoke on The Visit Ukiah program which was created in 2008 with 1% of the TOT funding visitor service programs. They focus on digital and print ads with the hopes of extending people's visits. In the past five years the TOT within city limits have gone up 77%. The nighttime population is about 16,000. On a daily basis during the daytime the population expands to 30-40,000. Recent surveys suggest that Ukiah needs a downtown city hotel in order to ensure return visits and tap into the market area of over 104,000 people. A hotel feasibility study would provide the justification and demographics needed to cover the downtown core and showcase the unique parts of Ukiah. This type of study typically takes three months to complete. Visit Ukiah has agreed to contribute \$10,000 for the feasibility study which could cost up to \$30,000. It is their hope that Visit Mendocino would also contribute \$10,000. This would be a precursor to attract high end hotels into the area.

The Chair suggested that this item be agendaized on the next meeting after the Finance Committee has had a chance to review.

VI. REPORT OUT BY CONSULTANT SCOTT SCHNEIDER AS TO THE PROGRESS OF THE TASKS FOR WHICH HE WAS HIRED AND ESTIMATED DATE OF COMPLETION OF SAID TASKS—Scott has been working with the BID Advisory Board on developing the Marketing Plan within new budget parameters. He is

hoping that a draft budget will be completed by end of April with a Marketing plan draft ready for the May BOD meeting and the final plan presented in June. He has met with the Attorney regarding paperwork on the transformation from VMC to MCTC. He has been working with MCTC staff regarding budget coding and is available to answer questions that may arise with new staff. He is also willing to help with the new Executive Director recruiting effort. The Chair posed the question of work load percent along on the contract items. Scott responded that the BOD training is completed and he has been putting in an average of 90 hours a month.

VII. UPDATE FROM PERSONNEL COMMITTEE

- a. Presentation by Nicole Newman of Searchwide-The organization is very proactive and 100% involved with the candidate search (including in-depth background checks on criminal, financial, driving and education) and interview progression. Typically, the process consists of presenting 5-10 individuals for Skype candidate interviews. From there it is hoped that between 3-5 people will be drawn. The timeline is usually between 12-16 weeks depending on interest level in the position. Airfare, transportation, meals, etc. for interviewees are covered by Searchwide up front and then billed to MCTC. Their fee is a percentage of the base salary. The organization conducts a CEO salary survey every two years; the last being done in 2014, the next in May 2016. This is based on the employer's annual budget with no geographic adjustment for communities. They recommend a range with low and high ends along with benefits package. Searchwide's range for MCTC is based on a \$1-3 million annual budget. Their suggestion is to offer \$100-\$120K with a 3-5% annual increase and additional benefits package. Nicole suggested that if MCTC chooses to offer a lower base then MCTC should offer incentives such as growth within the county and listed three primary measures of success for the new CEO: 1) annual budget accomplishments, 2) strategic initiatives, 3) room night production. Searchwide requires one point of contact (determined to be Interim GM, Joe Webb), three days' commitment and a 30 minute needs assessment call by selected board members on the search committee. If the search is not filled the company is open to reevaluating the payment structure, however, this is on a case by case basis and rarely happens.
- b. Approval of Searchwide contract for recruiting of Executive Director- **Motion to approve Searchwide contract made by Jan Rodriguez; Seconded by Bernadette Byrne. Motion passed (6-0) with 1 abstention.** The Chair created an Ad-Hoc Executive Director Search Committee and appointed Personnel Committee members and Marcus Magdaleno to it. Shannon Riley and Alison DeGrassi are on the list for 30 minute "Needs Assessment" phone call with Searchwide.
- c. Approval of salary range and benefits package for Executive Director- Based on Scott Schneider's salary (\$96,000 for 4-5 years, \$1000 per month for health benefits, up to 50% match of personal 401K, travel reimbursement and a bonus every other year) a **Motion to approve Executive Director base salary of \$85K-\$110 was made by Jan Rodriguez; Seconded by Marcus Magdaleno with the following amendment to change base salary to \$85-\$100K not to exceed an extra \$10K buffer offer if needed. Motion passed (7-0).**

VIII. UPDATE FROM ORGANIZATIONAL DEVELOPMENT COMMITTEE—Debra DeGraw recapped the recent meeting highlighting the need for more Brown Act training. She will be reaching out to Steve Dunicliff (Director Mendocino Planning & Building Services) for a training both at an inland and coastal location. This would be at no cost to MCTC. Members will research the Conflict of Interest Policy before the next meeting. The Committee recommends a public copy policy of .25 cents per sheet for black & white and .50 cents per sheet for color. The Chair proposed putting this item to a vote at the next BOD meeting. The Committee also needed clarification on what exactly the “Annual Community Communications Plan” is. Pauline Zamboni stated that the Bylaws Committee also had this question and stated that this is an annual plan found in Bill Geist’s book of how to communicate the goals and objectives to the community. Pauline will pass on her information to Debra. Lastly the Committee will review Board duties and obligations.

IX. UPDATE FROM AD-HOC BYLAWS COMMITTEE--

- a. Suggested edits to the Bylaws-Pauline Zamboni submitted a two-page summary within the BOD packet, however, the changes that have been suggested cannot be voted on at this time as the edited Bylaws copy wasn’t sent out 10 days in advance. A further marked up copy will be sent out for comments ahead of the next BOD meeting.

X. UPDATE FROM FINANCE COMMITTEE

- a. Report of amount MCLA will be Transferring to MCTC-MCLA Treasurer reported that the cash operating account (2006) contained \$2545.70 leaving \$34926.53.
- b. Review of 2015/2016 fiscal year budget and report on items over budget-Overall the Committee found no concerning items with the budget.
- c. Report on suggested adjustments to MCTC 2015/2016 fiscal year budget determined by the Finance Committee-The Committee recommended that a line item be created for the Executive Director search not to exceed \$40,000. This money will come from the overage fund. They also recommend changing the “Research & Development” line item to “Board Training”. This will include MCPA reimbursing MCTC BOD members for the recent board training.
 1. ACTION ITEM: Amend 2015/2016 budget if necessary-The Chair suggests that approving the budget should be up for voting at all future BOD agendas. The BOD also suggested adding a “Liability Fund” line item on the Balance Sheet in addition to a single one-page summary report. Future meetings should include educating all BOD members on finance reporting. **Motion to make the necessary adjustments to the current 2015/2016 MCTC budget that include a new line item for Executive Director search not to exceed \$40,000 and a budgeted item to incur the cost of covering MCLA 2015/16 audit, taxes and bookkeeping not to exceed \$3000 was made by Bernadette Byrne; Seconded by Susie Plocher. Motion passed unanimously (7-0).**
- d. Report on new bank account set up with Mendo Lake Credit Union-Both a checking and savings account have been set up. John Kuhry, Marcus Magdaleno and Joe Webb are the current signers. The rest of the

executive committee (Sharon Davis and Debra DeGraw) will also be included as signers.

- e. Discuss future flow structure or revenue-The Committee suggested setting up another savings account. One savings account will include any overage payments; a second savings will contain the county money which will then be transferred to the operating checking account for paying bills. The BOD felt that this idea was unwarranted and that for clarity the accounts should be left as they are.
- f. Report on current check signing procedures and signers-The Committee recommends that all the BOD officers become signers with two signers needed on checks over \$1000.
- g. Discuss new credit card options
 - 1. ACTION ITEM: Pursue employee credit cards? Mendo Lake Credit Union doesn't give business cards. The BOD recommended switching to American Express when the new Executive Director begins and looking into other options such as issuing staff credit cards under their social security numbers or opening a secured card with a set amount of funds to help establish credit. The Finance Committee recommends leaving everything in Scott Schneider's name until after the new Executive Director starts.

XI. DEVELOP AND IMPLEMENT A COMMUNICATION PLAN/OUTREACH TO THE FORT BRAGG LODGING OWNERS IN AN EFFORT TO KEEP/REGAIN THEIR SUPPORT-The BOD suggested that this might be a task for the Organizational Development Committee to discuss and would like to encourage members in making a special effort to personally speak with lodging owners. The BOD also agreed that Point Arena and surrounding communities should be added into this outreach effort. The BOD tasked the Marketing Committee to begin monthly marketing of BOD efforts in local media. Item tabled to the next BOD meeting after the Committees have conducted research.

XII. INTERIM GENERAL MANAGER REPORT-AP/AR are up to date and Jodi Smith was hired as the new Office Manager.

XIII. DISCUSSION AND APPROVAL OF ARTS COUNCIL PARTNERSHIP OF \$1,200/MONTH-Alyssum Wier, Executive Director of the Arts Council of Mendocino County discussed the previous relationship with VMC, which had no contractual agreement and explained that continued funding would go towards maintaining the monthly electronic and email calendars in addition to the printed county arts guide brochures. The last printing was a 5000 count and distributed to wineries, galleries and general areas of high tourism traffic. BOD members asked for a monthly list of deliverables report along with an invoice to better understand the return for support.
Motion to amend the budget to continue partnership with Arts Council for \$1200 through the remainder of the fiscal year made by Bernadette Byrne; Seconded by Jan Rodriguez. Motion passed unanimously (7-0).

XIV. SET NEXT MEETING-The next meeting will be held on the coast on April 12th at 1 PM.

XV. ADJOURN-The Chair adjourned the meeting at 5:00 PM