



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS**

**AGENDA**

**DATE:** Tuesday, June 14th, 2016 **TIME:** 1:00 PM

**PLACE:** Mendocino County Tourism Commission, 345 N. Franklin St., Fort Bragg, CA 95437

**CALL-IN LOCATIONS:** Mendocino County Tourism Commission, 501 Low Gap Road, Ukiah, CA 95482

**Call In Number:** 1-800-567-5900 **Access Code:** 694806

I. CALL TO ORDER

II. ROLL CALL

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*

V. APPROVE MINUTES FROM MAY 10<sup>TH</sup>, 2016 MEETING

VI. VISIT CALIFORNIA PRESENTATION-Brian Wright

VII. DIRECTOR OF TOURISM DEVELOPMENT PRESENTATION-Richard Strom

VIII. UPDATE FROM FINANCE COMMITTEE—

- 1) Report out from Treasurer regarding June 2, 2016 Finance Committee Meeting.
- 2) Discuss MCLA BOD insurance for 2016, paid by MCTC
- 3) Discuss over payment of BID by County and letter of explanation.
- 4) MCTC Credit Card update
- 5) ACTION ITEM--Discuss and possible approval of FC recommendations for requiring Board Approval (until an ED is in position) for: 1. Any changes in rates of pay or salary, 2. Any compensation for contractors above or beyond the compensation specified in their contract, 3. Any significant expenses not vital to basic operational costs, 4. Any planned travel expense outside of Mendocino County.
- 6) Discuss FC recommendations of adjustments to MCTC 16-17 FY Budget
- 7) ACTION ITEM: Discuss and possible approval of Treasurers recommendations for change in CC record collecting procedure.
- 8) ACTION ITEM: Review and possible approval of April 2016 Financials

IX. 2016-2017 MCTC/COUNTY CONTRACT--

- 1) ACTION ITEM—Possible adoption of contract

X. REVIEW 2016-17 MARKETING PLAN & BUDGET

- 1) ACTION ITEM—Possible adoption of Marketing Plan
- 2) ACTION ITEM—Possible adoption of 2016/17 budget

XI. UPDATE FROM AD-HOC ED SEARCH COMMITTEES—

- 1) Status on current Executive Director search

XII. UPDATE FROM PERSONNEL COMMITTEE—**CLOSED SESSION**

- 1) Discuss Personnel Committee staff recommendations

XIII. UPDATE FROM MARKETING COMMITTEE--

- 1) ACTION ITEM-Review and possible adoption of California Collective Proposal
- 2) ACTION ITEM-Review and possible adoption of Brandhound Website Agreement
- 3) ACTION ITEM-Review and possible adoption of Burrelle's Luce Agreement
- 4) ACTION ITEM-Review and possible adoption of Creative Concept Contract
- 5) ACTION ITEM-Review and possible adoption of KOLI Communications Contract
- 6) ACTION ITEM-Review and possible adoption of Communication Coordinator Agreement and Statement of Work
- 7) ACTION ITEM-Review and possible adoption of Online Marketing Consulting Service Contract

XIV. DISCUSS CLOUD AUDIT

XV. UPDATE FROM AD-HOC BYLAWS COMMITTEE--

- 1) Review proposed changes from Jennifer O'Brien

XVI. DISCUSSION REGARDING DATE OF MCTC REGULAR BOARD MEETING

- 1) ACTION ITEM—Possible adoption to change MCTC BOD meeting from Tuesday to Wednesday at 1PM beginning July 12<sup>th</sup>, 2016.

XVII. NEXT MEETING-July 12<sup>th</sup> inland.

XVIII. ADJOURN