



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Tuesday, September 11, 2018 TIME: 1:00 PM

**PLACE: County of Mendocino Planning and Building Department 860 Bush Street, Ukiah CA 95482 and County of Mendocino Planning and Building Department 120 West Fir Street, Fort Bragg, CA 95437
605-475-4000, access code 314482**

CALL-IN LOCATIONS: Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA 95482 & 1016 Main Street, St Helena, CA

*Please note: To abide by the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done at the posted locations above.

I. CALL TO ORDER

- Chair, John Kurhy, called the meeting to order at 1:11 PM

II. ROLL CALL

Board Members

- In Attendance: John Kurhy, Sharon Davis, Jo Bradley, Jan Rodriguez, Bernadette Byrne, Cynthia Ariosta, Cally Dym
- Absent: Jitu Ishwar, Jennifer Seward, Deborah Kettner, Marcus Magdaleno

Staff Members

- In Attendance: Travis Scott, Alison de Grassi, Vanlee Waters, Richard Strom, Emily Saengarun
- Absent: Luz Harvey, Daphney Haney

Visitors

- In Attendance: Pamela Burman (1:22 PM)

III. CHAIR'S COMMENTS

- Chair, John Kurhy, noted he would like possible future discussions on cannabis marketing and said great job to all for their part in helping with the fires messaging.

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. CONSENT AGENDA ITEMS

The Consent Agenda is considered routine and non-controversial and will be acted upon by the MCTC Board at one time without discussion. Any MCTC Board member may request that any item be removed from the Consent Agenda for individual consideration.

- a. Minutes from the 8/14/18 meeting
 - Motion for approval, unanimous approval
- b. MCTC Financials July 2018

VI. EXECUTIVE DIRECTOR REPORT

- a. Welcome new Administrative Services Manager, Emily Saengarun.
- b. Fort Bragg Office: Action Item: Approve splitting Fort Bragg space with West Company (no move).
 - Plan: Split the Fort Bragg office ¼ Visit Mendocino to retain ¾ to rent to the West Company. Would reduce costs to roughly \$500, would need to upgrade 3 desks and paint. Travis Scott noted; the West Company's Board has already approved their move into the new space.
 - Cally Dym made a motion to trust Travis on the budget for the improvement costs (3 desks/paint), Jo Bradley 2nd the approval, roll call: approved
- c. Update on Ukiah office
 - There is forward movement, Travis and Emily are both into the office. Accent walls are painted and desks are set up.
- d. Draft Quarterly Report Action Item: Approve as Final Draft
 - Chair, John Kurhy, noted; it looks great and is happy with the format.
 - Sharon Davis moved to approve the final draft, Cynthia Ariosta 2nd the approval, roll call: approved. (NOTE: In the next edition the board would like it noted to review and possibly make changes to the strategic plan)

- e. Draft Annual report
 - Travis Scott proposes the first draft be send out on Monday, giving the board 2 weeks for review, make any imperative changes and bring the updated strategic plan changes to next board meeting for approval.

VII. MARKETING COMMITTEE UPDATE

- a. Marketing Committee Chair Report
 - Alison de Grassi noted; the meeting went well with many ideas. The decision was made to go with the idea “Feast Mendocino” for the new branding. For Fall to translate to the Winter festival, taking it from a knife and fork to a crab in the middle. Mendo Coast Clinic is also happy working on the home page, Landing page and billboard.

Current Marketing: Feast Mendocino, Digital Campaign, Bus Campaign (to grow), Wall Street Journal coming to Mendocino County on Sunday.

Marketing ideas in the works/possible ideas: Pop up cooking shows, dominate a Bart station, #visitmendocino juicier report, bring Instagram influencers here.

Reporting: #1 analytics older wealthy highly educated Asian men, #2 mothers. Noted, fires maybe skewing our demographics a bit. 3-6 months of additional data needed to have a more rounded reporting.
 - Chair, John Kurhy, requested a very simple key market metrics with good or bad and why reportable numbers.
 - Board requested Alison send Inland vs. Coastal BID report
- b. Overview of Marketing action for the next four months.
 - New committee member: Katrina Kest, Solar Living Center; Eco Tera
- c. Action Item: VACATION RENTALS need a protocol about listing in event brochures
 - Discussion between board members on the need to know who is not in good standing/is not paying into the BID or the TOT.
 - Board Chair, John Kurhy, tabled the subject until a proper policy is developed/written for members in good standing.

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

- a. Committee Chair Report
 - Candidates are needed for the open BID seats. Applications are needed within 2 weeks.

IV. FINANCE COMMITTEE UPDATE

- a. Treasurer Report

X. PERSONNEL COMMITTEE UPDATE

- a. No Meeting, No Report
 - No open positions, no changes in staffing.

XI. FESTIVAL COMMITTEE UPDATE

- a. Festival Committee Chair Report
 - Last week was the first meeting. Almost Fringe Festival in the works. They are brainstorming how to evolve, attract the foodie, partner with others and link with others.
- b. Feast Mendocino Update
 - Nothing at this time.

XII. VISITOR SERVICES COMMITTEE UPDATE

- a. No Meeting, No Report
- b. When is committee meeting?
 - Travis Scott requested to be apprised of future meeting dates.
- c. Hopland Billboard
 - Alison de Grassi noted; there would be one in the future

XIII. FUTURE AGENDA ITEMS

- Strategic plan update, per Travis Scott
- BID Compliance Protocol, per Jo Bradley
- Cannabis Marketing, per John Kurhy

XIV. NEXT MEETING

- On Tuesday, October 19, 2018 at 2:00 PM

XVI. ADJOURN

- Bernadette Byrne made a motion to adjourn the meeting, Jan Rodriguez 2nd the motion, the meeting was adjourned at 2:10 PM