



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, March 10, 2020 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg, CA 95437

*CALL-IN LOCATIONS: 1055 N State St, Ukiah CA 95482

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50-8962 #

*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.

1. CALL TO ORDER | CD 1:41 PM

2. ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Vice Chair At Large
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Secretary Winery/Winegrower
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Treasurer Medium Lodging Operator; Coastal
Jamie Peters Connolly (JC)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Large, At-Large Lodging Operator; Inland
Jan Rodriguez (JR)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Martha Barra (MB)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator; Coastal
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Food & Beverage
Open Seat	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Regional Promotional; Inland

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Manager
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator
Kathy Janes (KJ)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Assistant
Daphne Haney (DH)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Contractor/Accountant

INTRODUCTION OF GUESTS

Jo Bradley
Kacie Gray

3. CHAIR’S COMMENTS

4. 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.

5. CONSENT AGENDA ITEMS Discussion Action 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.

- REVIEW/APPROVE Minutes 2/4/2020 Meeting | **See Attachment**
JS motioned for approval, JPC 2nd, Roll Call: all present approved, 5 absent, motion passed

6. SKUNK TRAIN PRESENTATION | Q&A

7. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: 4/7/2020 at 11:30 AM)

- Committee Chair Report:

- REVIEW/APPROVE January 2020 Financials | **See Attachment** ✓ **Action Item**
JR motioned for approval, MB 2nd, Roll Call: all present approved, 5 absent, motion passed
- REVIEW/APPROVE MCTC/VMC 2018_2019 FY Audit | **See Attachment** ✓ **Action Item**
JS motioned to accept the letter addressed to the Board of Directors, JPC 2nd, Roll Call: all present approved, 5 absent, motion passed
- Review: Draft 2020_2021 Budget – BOD to take home and review, please email notes to Travis directly |
2019_2020 Cash Flows Accounting

8. **MARKETING COMMITTEE UPDATE** ✓ **Discussion.**

(NEXT MEETING: 4/7/2020 at 10:00 AM)

- Committee Chair Report:
 - Division of Duties
 - Terms of the Contracts/Deliverables for: MMWW, TheorySF, Other Marketing Contracts
 - Staff input/feedback on TheorySF
 - Vote on RFP ✓ **Action Item**
JS motioned for approval, JR 2nd, Roll Call: all present approved, 5 absent, motion passed

9. **FESTIVAL COMMITTEE UPDATE** ✓ **Discussion**

(NEXT MEETING: 4/7/2020 at 10:00 AM)

- Committee Chair Report:
 - Spring Promotion Update

10. **VISITOR SERVICES COMMITTEE UPDATE** ✓ **Discussion**

(NEXT MEETING: 05/21/2020 at 3:00 PM)

- Committee Chair Report

11. **ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE** ✓ **Discussion**

(NEXT MEETING: TBD)

- No report

12. **EXECUTIVE COMMITTEE UPDATE** ✓ **Discussion** ✓ **Action Item**

(NEXT MEETING: TBD)

- No report

13. **EXECUTIVE DIRECTOR REPORT** ✓ **Discussion**

- Executive Director Report:
 - BID Update | BID Report in the works
 - 3-5 County Comparatives | TS - Humboldt, Yolo, Mariposa, Imperial
 - COVID-19 Update | Visit CA suggests not to encourage consumer facing outreach
 - Upcoming Travel | Bay Area Travel & Adventure Show cancelled by Hosts, DMA West Tech Conference & Taste Mendocino 2020
 - Quarterly Cloud Audit | Current staff doing well

14. **PERSONNEL COMMITTEE UPDATE** ✓ **Discussion** ✓ **Action Item**

CLOSED SESSION NOTICE: Please be advised anytime the MCTC Board has a Personnel Committee matter these items will be discussed in closed session.

(NEXT MEETING: TBD)

- Committee Chair Report | **Closed Session at 1:53 PM**

15. **FUTURE AGENDA ITEMS** ✓ **Discussion**

- Reading Financial Statements Educational

16. **NEXT MEETING**

TENTATIVE: Tuesday, April 14, 2020 at 1:00 PM

17. **ADJOURN**