



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, February 4, 2020 TIME: 2:00 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 | 101 Gregory Lane, Willits CA

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

2:05 PM CD

2. ROLL CALL

BOARD MEMBER

- Cally Dym (CD)
Jennifer Seward (JS)
Bernadette Byrne (BB)
Scott Connolly (SC)
Jamie Peters Connolly (JC)
Sharon Davis (SD)
Jitu Ishwar (JI)
Jan Rodriguez (JR)
Martha Barra (MB)
Brett Schlesinger (BS)
Open Seat

ATTENDANCE

- [x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[] Present [x] Absent
[x] Present [] Absent
[] Present [x] Absent
[] Present [x] Absent

TITLE

- Chair | Large Lodging Operator; Coastal
Vice Chair | At Large
Secretary | Winery/Winegrower
Treasurer | Medium Lodging Operator; Coastal
Arts Organization/Attractions
Regional Promotional; Coastal (Joined at 2:21 PM)
Large, At-Large Lodging Operator; Inland
Large Lodging Operator; Inland
Small Lodging Operator; Coastal
Food & Beverage
Regional Promotional; Inland

STAFF MEMBER

- Travis Scott (TS)
Alison de Grassi (ADG)
Katrina Kessen (KK)
Emily Saengarun (ES)
Ramon Jimenez (RJ)
Kathy Janes (KJ)
Daphne Haney (DH)

ATTENDANCE

- [x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[x] Present [] Absent
[] Present [x] Absent

TITLE

- Executive Director
Director of Marketing and Media
Stakeholder and Partner Relations Manager (Joined at 2:21 PM)
Administrative Services Manager
Marketing and Sales Coordinator
Administrative Services Assistant
Contractor/Accountant

INTRODUCTION OF GUESTS | None

3. CHAIR'S COMMENTS | None

4. PUBLIC COMMENT ON NON-AGENDA ITEMS | None

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 [x] Discussion [x] 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 1/14/2020 Meeting | See Attachment
(Edits: Present – Brett & Martha, Absent – Jitu) w/ edits BB motioned for approval, MB 2nd, Roll call; all present approved, 4 absent, note: SD not in the meeting at this time.

6. FINANCE COMMITTEE UPDATE [x] Discussion [x] Action Items

(NEXT MEETING: 3/3/2020 at 12:30 PM)

- REVIEW/APPROVE December 2019 Financials | **See Attachment**
- Committee Chair Report | TS – read over financial statements with the full BOD. CD – would an educational be helpful? Yes, all BOD agrees.
BB motioned for approval, JCP 2nd, Roll call; all present approved, 4 absent, note: JS not in the meeting at this time.

7. MARKETING COMMITTEE UPDATE  **Discussion.**

(NEXT MEETING: 3/3/2020 at 11:00 AM)

- Committee Chair Report | SC – notes: working on a Visitor Guide update – to be rebranded as the Explorer’s Guide, with the results of a research study Spring marketing to now focus on Beer and the Marketing Committee will be doing deeper dives/more research into what the analytics/numbers really mean.

8. FESTIVAL COMMITTEE UPDATE  **Discussion**

(NEXT MEETING: 3/3/2020 at 10:00 AM)

- Committee Chair Report | BB – notes: Spring festival new dates are 4/17/2020 to 5/17/2020 (a month long), have narrowed potential tag lines down to 2 (Good times are Brewing and This Place is Hopping) and will test both with TheorySF to see which gets the most engagement, working on a new tri-fold beer map, Crab Feast went very well and most sold out.
 - BID & TOT Report/Comparative | **See Attachment**

9. VISITOR SERVICES COMMITTEE UPDATE  **Discussion**

(NEXT MEETING: 02/20/2020 at 3:00 PM)

- No report

10. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE  **Discussion**

(NEXT MEETING: TBD)

- No report

11. EXECUTIVE COMMITTEE UPDATE  **Discussion**  **Action Item**

(NEXT MEETING: TBD)

- Vote on a fifth member of the Executive Committee Board, per the MCTC ByLaw: Section 6:1 Executive Committee **JS motions for the election of Martha Barra, BB 2nds her motion, Roll call; all present approve, 3 absent, motion passes.**

12. EXECUTIVE DIRECTOR REPORT  **Discussion**

- Executive Director Report – given under closed session

CLOSED SESSION AT 3:05 PM

13. 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 | Approval of adjusted budget as presented; **Jl motioned for approval as presented, JS 2nd, Roll call; all present approved.**

14. FUTURE AGENDA ITEMS  **Discussion**

- 3-5 County Comparatives
- Reading Financial Statements Educational

15. NEXT MEETING

TENTATIVE: Tuesday, March, 10, 2020 at 1:00 PM

16. ADJOURN

3:52 PM