



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, November 13, 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

\*CALL-IN LOCATIONS: Redwood Empire Fair Grounds, 1055 N State St, Ukiah CA

(605) 475-4000, access code 314-482#

\*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

1:00PM

II. ROLL CALL

a. Board Member	Attendance Status	Title
John Kuhry (JK)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Chair/At Large Member
Sharon Davis (SD)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Vice Chair/Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Treasurer/Arts Organization/Attractions
Jo Bradley (JB)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Secretary/Coastal Medium Lodging Operator
Cynthia Ariosta (CA)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage (Retired 11.13.18)
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Winery/Winegrower
Cally Dym (CD)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Coastal Large Lodging Operator
Jitu Ishwar (JI)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Inland Large Lodging Operator
<b>b. Staff Member</b>	<b>Attendance Status</b>	<b>Title</b>
Travis Scott (TS)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Director of Tourism
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input type="checkbox"/> Present <input checked="" type="checkbox"/> Absent	Contractor/Accountant

c. Introduction of Guests

Marcus Magdaleno

III. CHAIR'S COMMENTS

Not enough members in attendance at the time of roll call, meeting unable to proceed

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  Discussion  Possible Action

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. REVIEW/APPROVE Minutes 10/9/18 meeting
- b. REVIEW/APPROVE MCTC 9/2018 Financials

VI. EXECUTIVE DIRECTOR REPORT  Discussion

- a. Fort Bragg Office Update

- b. Quarterly Report  **Possible Action**
- c. Board of Supervisors Presentation
- d. January Board Training Discussion
- e. Data Collection Recommendation
- f. Bylaw changes  **Possible Action**
  - JB to lead discussion

**VII. MARKETING COMMITTEE UPDATE**  **Discussion**

- a. BID Compliance Protocol: Lodging Promotion Policy (with suggested changes)
  - JB to lead discussion  **Possible Action**
- b. Media Proposals

**VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**  **Discussion**

- a. New Board Members
- b. BID Advisory Members

**IX. FINANCE COMMITTEE UPDATE**  **Discussion**  **Possible Action**

- a. REVIEW/APPROVE 2017/18 Financial Audit

**X. PERSONNEL COMMITTEE UPDATE**  **Discussion**

- a. Staffing Updates
- Notes: ED official 6-month Review in December 2018

**XI. FESTIVAL COMMITTEE UPDATE**  **Discussion**

- a. Festival Reportable Items

**XII. VISITOR SERVICES COMMITTEE UPDATE**

- a. Visitor Services Committee Chair Report
  - Tabled until January 2019

**XIII. FUTURE AGENDA ITEMS**  **Discussion**

11.13.18 Board Packet

**XIV. NEXT MEETING**

12.11.18

**XV. ADJOURN**

2:11PM