



# MENDOCINO COUNTY TOURISM COMMISSION, INC. BOARD OF DIRECTORS AGENDA

DATE: June 16, 2020 TIME: 1:00 PM

PLACE: <https://us02web.zoom.us/j/85914380480?pwd=YzBkakl4NmM2STRxS1ZENVNzaWNKUT09>

\*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. ROLL CALL

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

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
<del>Emily Saengarun (ES)</del>	<del><input type="checkbox"/> Present <input type="checkbox"/> Absent</del>	<del>Administrative Services Manager</del>
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator
<del>Kathy Janes (KJ)</del>	<del><input type="checkbox"/> Present <input type="checkbox"/> Absent</del>	<del>Administrative Services Assistant</del>

## INTRODUCTION OF GUESTS

## 3. CHAIR'S COMMENT

## 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 5/12/2020 Meeting | **See Attachment**

## 6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 7/7/2020 at 12:30 PM)

- Committee Chair Report:
- Financial Statements
  - April 2020 | Approve for Board Approval
  - Write off \$46,385 from ACCOUNT 1510 that has already been depreciated |  **Action Item**
- THEORYSF Contract | Approve  **Action Item**
- Agency XI (Brendan McGuigan Contract | Approve  **Action Item**

7. **FESTIVAL/MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Action Item

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

Committee Chair Report:

- TheorySF
- Opening Campaign
- PR Update
- Video Updates
- Social Media Stats & Google Analytics

8. **EXECUTIVE DIRECTOR REPORT** ✓ Discussion

- Lodging Work Group
  - Press Release(s)
  - #SafeMendocino Suite
  - Orange Bags
- VCA Update
- NCTC Update
- First Round Budget 2020/2021
- Operations Update

9. **FUTURE AGENDA ITEMS** ✓ Discussion

- Reading Financial Statements Educational (WiPFLi)

10. **NEXT MEETING**

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

11. **ADJOURN**