



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES

DATE: Wednesday August 12, 2020 TIME: 1:00 PM

PLACE: <https://us02web.zoom.us/j/87499669822?pwd=Z0pQNzJDNmFuaTZpc2JmVETmakErZz09>

*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 1:08PM

2. ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Vice Chair At Large
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Secretary Winery/Winegrower
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Treasurer Medium Lodging Operator; Coastal
Jamie Peters Connolly (JC)	X Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	X Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present X Absent	Large, At-Large Lodging Operator; Inland
Jan Rodriguez (JR)	<input type="checkbox"/> Present X Absent	Large Lodging Operator; Inland
Vacant Seat	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray Joined 1:10PM	X Present <input type="checkbox"/> Absent	Regional Promotional; Inland

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

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.

- BS- Discussion to change date/time of meetings – ED to hold survey of availability and add to next agenda

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 7/08/2020 Meeting | **See Attachment**
 - BB-1st SD-2nd Roll Call Vote, All Approved

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 8/12/2020 at 12:00 PM)

- Committee Chair Report:
 - SC-expenses are down, and income is up
- Financial Statements
 - June 2020 | Approve | **See Attachment**
 - 1st-BB 2nd-SD Roll Call Vote, All Approved
- Resolution to close CFCU Checking & Savings accounts and move balance of funds to SBMC | Approve
 - 1st-SD 2nd-JC Roll Call Vote, All Approved

7. FESTIVAL/MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 9/1/2020 at 10:00 AM)

Committee Chair Report:

- BB-Discussed how to market the county during winter as well as the crab cook off and sip along.
- PR Update
 - 9 FAMs in process currently
 - Kim Westerman from Forbes arriving tomorrow to Anderson Valley
 - July press release was picked up by many
 - Just sent out new release focusing on the outdoors
- FY 19/20 Actuals
- PR Calendar
- Opening Campaign
- Fall Campaign
- Video Updates
- Social Media Stats & Google Analytics

8. PERSONNEL COMMITTEE UPDATE Discussion Action Items

Committee Chair Report:

- Recent Meeting 8/10/2020
 - New position approved by committee
 - All other items are employee sensitive and are under “closed session”

9. EXECUTIVE DIRECTOR REPORT Discussion

- Lodging Work Group
 - Safety Video
- NCTC Update
 - Budget
 - Marketing Update
 - VCA Grant
- Community Foundation Webinar
- #MaskUpMendo

10. FUTURE AGENDA ITEMS Discussion

- Reading Financial Statements Educational (WiPFLi) scheduled for 9/9/2020 BoD Meeting
- Discussion to change date/time of meetings

11. NEXT MEETING

TENTATIVE: Wednesday, September 9, 2020 at 1:00 PM

12. ADJOURN 2:05PM - SD