



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

DATE: Wednesday, September 9, 2020 TIME: 1:00 PM

PLACE: <https://us02web.zoom.us/j/83169596144?pwd=ZDdVZkhvY1Q4STFOSVUvMknWwElJmdz09>

*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 1:04 PM

2. ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS) 1:09 PM	X Present <input type="checkbox"/> 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	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:

1. Teresa Crudo, WiPFLi Financial
2. Ron Moorhead, Willits Chamber of Commerce
3. Elaine Wing Hillesland, Raku House Mendocino Village

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.

- Ron Moorhead: Request to reconsider funding for the Willits Chamber of Commerce for work and promotions done and completed

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 8/12/2020 Meeting | **See Attachment**
- SC 1st BB 2nd Motion carried

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 10/13/2020 at 12:00 PM)

- Committee Chair Report:
- Financial Statements – EDUCATIONAL SESSION – Lead by Teresa Crudo, WiPFLi Financial
 - July 2020 | Approve | **See Attachment**
- CFCU accounts closed as of 8/31/20 funds deposited to SBMC 9/3/2020

- Teresa Crudo (WiPFLi Financial) presents July statements in educational session
 - 1st JC 2nd BB Roll Call Vote, Motion Carries

7. FESTIVAL/MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 10/13/2020 at 10:00 AM)

- Committee Chair(s) Report:
 - Festival: BB- At a loss for words with the current turn of events for the wine industry. I think the direction we have taken in embracing and engaging messages to use strategically has been really well done. I'm very proud of what the organization continues to do during these times.
 - Marketing: SC-Both committees are very excited by the marketing plan. Developed in a socially responsible way.
- Staff Report:
 - Marketing Plan – See Attached | **APPROVE**
 - 1st BB 2nd JC Roll Call Vote, Motion Carries
- PR Update- See Attached
 - 2 press releases: room to roam and camps and cabins 2.0
 - 6 FAM trips upcoming
- DogTrekker Contract
 - Contract signed
- Crab Feast/Winter Campaign Update
 - TS: Broader campaign not focusing on large events under a tent
- Leave Nothing Behind but Footprints – See Attached
- Fall Campaign – See Attached
- Opening Campaign - completed
- Video Updates
- Social Media Stats & Google Analytics

8. EXECUTIVE DIRECTOR REPORT Discussion Action Items

- Q3 2019/2020 Report **First Draft** – SEE ATTACHED
- For FY 2019/2020 Q4 report combine with Annual Report | **APPROVE**
 - 1st JC 2nd SD Roll Call Vote, Motion Carries
- BoD Meeting Date/Time Change – See Attached | **APPROVE**
 - JC 1st BS 2nd Thursday at 2 PM Roll Call Vote, Motion Carries
- Formation of an Ad Hoc Committee as per BID Recommendation
 - MCTC form an ad hoc committee to investigate and explore any and all possible ways to enhance revenue for tourism promotion. The BID Advisory Board also recommends the ad hoc committee be comprised of a mix of lodging stakeholders, MCTC Board members, County staff, County elected officials and MCTC staff. *The full report is located [here](#) (see recommendation 6 on page 22)*
 - *Item Tabled and will be revisited following Organizational Development Committee Meeting*
- Enlightn
- Budget for new staff member
 - TS: Not moving forward this fiscal year
- Financial Audit scheduled for 10/27-29
- Point Arena/BID
- Corragio Group/Strategic Plan
- MCTC BoD Elections (Small, Medium and Large Inland Lodging)
 - Declarations of Candidacy mailed 8/31/20 by Shari Schapmire
- MCPA Letter – SEE ATTACHED

9. FUTURE AGENDA ITEMS Discussion

- Reconsider funding for the Willits Chamber of Commerce
- Q2 & Q3 report approval

10. NEXT MEETING

TENTATIVE: Thursday, October 15, 2020 at 2:00 PM

11. ADJOURN - Motion to adjourn JS 2:43 PM