



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, February 22, 2024, starting at 10:00 AM

PLACE: Emerald Sun 1825 Airport Rd, Ukiah, CA 95482

CALL TO ORDER

ROLL CALL

BOARD MEMBERS

- Brett Schlesinger (BS)
Cab Boettcher (CB)
Tawny MacMillan (TM)
Kasie Gray (KG)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Raakesh Patel (RP)
Ian Roth (IR)
Alina Reyes (AR)
OPEN SEAT
OPEN SEAT

ATTENDANCE

- Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent

TITLE

- CHAIR Food & Beverage
VICE CHAIR Large Lodging Operator; Coastal
SECRETARY Regional Promotional; Coastal
TREASURER, Regional Promotional; Inland
At Large
Arts Organization/Attractions
Large Lodging Operator; Inland
Medium Lodging Operator; Coastal
Small Lodging Operator
Large, At-Large Lodging Operator
Winery/Winegrower

STAFF/CONTRACTORS:

- Ramon Jimenez (RJ)
Kathy Janes (KJ)
Lisa Batson (LB)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)

ATTENDANCE

- Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent

TITLE

- Executive Director
Executive Support Specialist
Marketing & Sales Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Development Manager

INTRODUCTION OF GUESTS:

STAFF MEMBERS PRESENT:

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.

Seating of New Board Members Discussion Possible Action

- Ian Roth, Medium Lodging Operator; Coastal
Alina Reyes, Small Lodging Operator

Elect Slate of Executive Officers for 2024 Discussion Possible Action

- Brett Schlesinger, Chair of the Board
Christopher "Cab" Boettcher, Vice Chair of the Board
Kasie Gray, Treasurer of the Board
Tawny MacMillan, Secretary of the Board

Committee Membership:

- Elect slate of committee chairs for 2024 Discussion Possible Action
Executive Committee Chair, Brett Schlesinger

- Personnel Committee Chair, Brett Schlesinger
- Organizational Development Chair, Brett Schlesinger
- Ad Hoc Bylaws Committee Chair, Brett Schlesinger
- Finance Committee Chair, Kasie Gray
- Marketing Committee Chair, Cally Dym
- Visitor Services Chair, Jon Glidewell

• Approve committee members as listed: Discussion Possible Action

Executive Committee

Brett Schlesinger, Chair

Christopher “Cab” Boettcher, Vice Chair

Kasie Gray, Treasurer

Tawny MacMillan, Secretary

Ramon Jimenez, VMC Executive Director

Marketing Committee:

Cally Dym, Chair

Christopher “Cab” Boettcher

Kasie Gray

Elizabeth Cameron

Alyssum Weir

Julie Golden

Katrina Kessen

Tawny MacMillan

Elyse Hopps

Kelley Little

Alina Reyes

Lisa Batson, VMC Marketing Manager

Janis MacDonald, VMC Festival

Coordinator

Ramon Jimenez, VMC Executive Director

Finance Committee:

Kasie Gray, Chair

Brett Schlesinger

Ian Roth

Ramon Jimenez, VMC Executive Director

Visitor Services:

Jon Glidewell, Chair

Jo Bradley

Kevin Fleming

Jamie Peters-Connolly, VMC Partner

Relations & Communications Mgr

Personnel Committee:

Brett Schlesinger, Chair

Christopher “Cab” Boettcher

Kasie Gray

Ramon Jimenez, VMC Executive Director

Organizational Development:

Brett Schlesinger, Chair

Christopher “Cab” Boettcher

Kasie Gray

Jennifer Seward, VMC Development Manager

Ad Hoc Bylaws Committee:

Brett Schlesinger, Chair

Kasie Gray

Christopher “Cab” Boettcher

Ramon Jimenez, VMC Executive Director

• **Board & Committee Meeting Schedules** Discussion Possible Action

• Approval of Proposed Board & Committee 2024 Meeting Schedules

○ Board of Directors: 2nd Thursday/Every other Month: 2:00 PM (*In Person*)

○ Marketing Committee: 1st Tues/Month: 10:00 AM (*Zoom*)

○ Finance Committee: 1st Tues/Month: 12:00 PM (*Zoom*)

○ Visitor Services: As Needed (*Zoom*)

○ Personnel Committee: As Needed (*Zoom*)

○ Ad Hoc Bylaws Committee: As Needed (*Zoom*)

○ Organizational Development: As Needed (*Zoom*)

○ Executive Committee: As Needed (*Zoom*)

• **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.

• Meeting Minutes: 10/12/23 | **See Attachment** | Approve

• Meeting Minutes: 12/14/23 | **See Attachment** | Approve

• **MARKETING COMMITTEE UPDATE** Discussion Possible Action

• MARKETING CHAIR COMMENTS:

• Mendocinotourism.org Website Update

• PR Report

- Festival(s) Update
- Room to Roam Analytics | ***See Attachment***
- Social Media Analytics | ***See Attachment***
- Website Analytics | ***See Attachment***
- Booking Link | ***See Attachment***
- **FINANCE COMMITTEE UPDATE** Discussion Possible Action
 - FINANCE CHAIR COMMENTS:
 - December 2023 Financials | ***See Attachment*** | Approve
 - a. Review Cash Flow Spreadsheet
 - Working on Fiscal Year 2024/2025 Budget
- **VISITOR SERVICES UPDATE** Discussion Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Signage Project
 - Visitor Guide
 - Regional Maps
 - Pet Guide
- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action
 - New Marketing District Plan Update
 - Strategic Plan Update
 - Visit California Outlook Forum Palm Springs (March 10-13)
 - Travel and Adventure Show SF/Bay Area (March 15-17)
- **FUTURE AGENDA ITEMS** Discussion
- **NEXT MEETING** Discussion
 - Tentative: Thursday, April 11, 2023, at 2:00 PM
- **ADJOURN**