



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, March 16, 2023, starting at 2:00 PM

PLACE, ZOOM: <https://us02web.zoom.us/j/85686604840>

• CALL TO ORDER

• ROLL CALL

BOARD MEMBERS

- Scott Connolly (SC)
- Brett Schlesinger (BS)
- Cab Boettcher (CAB)
- Kasie Gray (KG)
- Makenzie Blaylock (MB)
- Katrina Kessen (KK)
- Elizabeth Cameron (EC)
- Tawny MacMillan (TM)
- Raakesh Patel (RP)
- 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**, Medium Lodging Operator; Coastal
- VICE CHAIR**, Food & Beverage
- SECRETARY**, Large Lodging Operator; Coastal
- TREASURER**, Regional Promotional; Inland
- Winery/Winegrower
- At Large
- Arts Organization/Attractions
- Regional Promotional; Coastal
- Large Lodging Operator; Inland
- Large, At-Large Lodging Operator
- Small Lodging Operator

STAFF/CONTRACTORS:

- Travis Scott (TRS)
- Kathy Janes (KJ)
- Ramon Jimenez (RJ)
- 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:

• 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.

• 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: 2/9/23 | **See Attachment** | Approve

• FINANCE COMMITTEE UPDATE Discussion Possible Action

- FINANCE CHAIR COMMENTS:
 - 2/7/23 Meeting Minutes | **See Attachment** | Approve
 - Financial Statements
 - January 2023 | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet
 - Resolution: Update SBMC signors on SBMC Checking & Savings | **See Attachment** | Approve
 - Round 2 Budget including 40% of County Match | **See Attachment** | Approve
 - Audit | **See Attachment** | Approve

- **MARKETING & FESTIVAL COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
 - FESTIVAL CHAIR COMMENTS:
 - MARKETING CHAIR COMMENTS:
 - Festival(s) Update
 - Harvest Festival Dates: October 27-November 12, 2023
 - Weekend 1: Mushroom Train, 2: Tidrick, 3: Taste Mendocino
 - PR Report
 - Visit California Outlook Forum
 - Denver Travel & Adventure Show
 - Podcast Idea – Scott Connolly
 - Room to Roam Analytics – ***See Attachment***
 - Social Media Analytics – ***See Attachment***
 - Website Analytics – ***See Attachment***
 - Booking Link – ***See Attachment***

VISITOR SERVICES UPDATE ✓ Discussion ☐ Possible Action

- VISITOR SERVICES CHAIR COMMENTS:
- Meet & Greet Series
- Grant Program Update
- Visit Fort Bragg Updates

● **EXECUTIVE DIRECTOR REPORT** ✓ Discussion ✓ Possible Action

- Visit California Outlook Forum
- Denver Travel & Adventure Show
- NCTC Updates
- Executive Director Bible
- BID Updates

● **FUTURE AGENDA ITEMS** ✓ Discussion

● **NEXT MEETING** ✓ Discussion

Tentative: Thursday, April 13, 2023, at 2:00 PM – **IN PERSON** – Discussion

● **ADJOURN**