

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, April 11, 2024, starting at 2:00 PM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and

Mendocino Coast Healthcare Foundation 130 N Main Street, Fort Bragg, CA 95437

- **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)
Julie Golden
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
Winery/Winegrower
Large, At-Large Lodging Operator

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.

- **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: 2/22/24 | **See Attachment** | Approve

- **MARKETING COMMITTEE UPDATE** Discussion Possible Action

- MARKETING CHAIR COMMENTS:
- 2024/25 Marketing Plan Draft – **See Attachment** | Approve
- Festival(s) Update
- PR Report | **See Attachment**
- 2024/25 Draft PR Communication Pillars

- Skunk Train Report | ***See Attachment***
- 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:
 - February 2024 Financials | ***See Attachment*** | **Approve**
 - Review Cash Flow Spreadsheet
 - Draft 2024/25 Budget | ***See Attachment*** | **Approve**
 - 2022/23 Audited Communication Letter and Financial Statements | ***See Attachment*** | **Approve**
 - 2022/23 Audit Representation Letter TRS Signed | ***See Attachment***
- **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
 - Q2 2022/23 Quarterly Report | ***See Attachment*** | **Approve**
 - Q3 2022/23 Quarterly Report | ***See Attachment*** | **Approve**
 - 2022/2023 Annual Report | ***See Attachment*** | **Approve**
 - Q1 2023/24 Quarterly Report | ***See Attachment*** | **Approve**
 - 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, June 13, 2023, at 2:00 PM
- **ADJOURN**