



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, April 13, 2023, starting at 2:00 PM

PLACE: Visit Mendocino County, 105 W. Clay St. Ukiah, CA 95482 & Harbor Lite Lodge, 120 N. Harbor Dr. Fort Bragg, CA 95437 also on

ZOOM: <https://us02web.zoom.us/j/83664892668>

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
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: 3/16/23 | See Attachment | Approve

FINANCE COMMITTEE UPDATE Discussion Possible Action

- FINANCE CHAIR COMMENTS:
Financial Statements
February 2023 | See Attachment | Approve
Review Cash Flow Spreadsheet

• **MARKETING & FESTIVAL COMMITTEE UPDATE** Discussion Possible Action

- FESTIVAL CHAIR COMMENTS:
- MARKETING CHAIR COMMENTS:
 - 3/14/23 Meeting Minutes | **See Attachment** | Approve
 - Festival(s) Update
 - Grant Funding Update (awarded)
 - Mendo Music Festival \$3000.00
 - Mendo Film Festival \$3000.00
 - Mendo Craft Farmers Auction (Auction & Dinner) \$2000.00
 - PAMA Almost Fringe Festival \$2000.00
 - Larry Spring Museum Poisson d'Avril \$1000.00
 - Ukiah Bridal Fair \$1000.00
 - Total Awarded: \$12,000
 - Grant Funding Approval | **See Attachment** | Approve
 - Art In the Garden \$3,000
 - PR Report | **See Attachment**
 - DMA West Tech Summit
 - 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

• **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action

- Annual Report | **See Attachment** | Approve
- 2023/2024 BID Annual Report | **See Attachment**
- New Strategic Plan Proposal Review | **See Attachment(s)** | Approve
 - a. Corragio Group
 - b. Lulish Creative Agency
 - c. SMG/TAG Consulting (Carl Ribuado)
 - d. BID Timeline for Conversion | **See Attachment**
 - a. Working with MWI & AVWA to draft a co-ask letter for winery sales tax data from MC Auditor-Controller, Treasurer-Tax Collector.

• **FUTURE AGENDA ITEMS** Discussion

• **NEXT MEETING** Discussion Possible Action

Tentative: Thursday, May 11, 2023, at 2:00 PM – **IN PERSON** – Discussion

- **Best Date/Time for BoD Meetings moving forward?**

• **ADJOURN**