



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Thursday, June 8, 2023 | START TIME: 2:00 PM

PLACE: The Andiron Seaside Inn & Cabins Lobby, 6051 N Highway 1, Little River, CA 95456
and

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

ZOOM: <https://us02web.zoom.us/j/85761144249>

• **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: 4/13/23 | **See Attachment** | Approve

• **FINANCE COMMITTEE UPDATE** Discussion Possible Action

- FINANCE CHAIR COMMENTS:

- Financial Statements | **See Attachment(s)** | Approve

- March 2023
- April 2023

- Review Cash Flow Spreadsheet

- **MARKETING & FESTIVAL COMMITTEE UPDATE** Discussion Possible Action
 - FESTIVAL CHAIR COMMENTS:
 - MARKETING CHAIR COMMENTS:
 - Festival(s) Update
 - Grant Funding
 - Mendocino County Arts Organizations' Update (Alyssum)
 - PR Report
 - CA Cup Update
 - Meet & Greet June 13th in Hopland
 - Brand Awareness Study Proposal – **See Attachment**
 - Approved Marketing Report – **See Attachment**
 - Website/Brand Launch Update
 - Website Preview, Commercials, Advertisements
 - Media Outlets – **See Attachment**
 - Video Podcast/Show
 - Brand Launch Timeline
 - 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
 - Gateway Sign Update
- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action
 - Annual Report | **See Attachment** | Approve
 - New Strategic Plan Proposal | Approve
 - County of Mendocino 23/24 financial support
 - CalTravel Advocacy Days
 - BID Conversion Update | **See Attachment(s)**
 - Timeline
 - Placemat
 - Staff Reviews
 - By-Laws Revision | **See Attachment**
 - ROI Study | **See Attachment**
- **FUTURE AGENDA ITEMS** Discussion
- **NEXT MEETING** Discussion Possible Action

Tentative: Thursday, August 10, 2023, at 2:00 PM – **IN PERSON**
- **ADJOURN**