



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, June 09, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/81144996930>

*Please note: To abide by the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done at the posted locations above.

• **CALL TO ORDER**

• **ROLL CALL**

BOARD MEMBERS

Scott Connolly (SC)
Cally Dym (CD)
Bernadette Byrne (BB)
Kasie Gray (KG)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Sharon Davis (SD)
OPEN SEAT
Raakesh Patel (RP)
OPEN SEAT
Brett Schlesinger (BS)

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

STAFF/CONTRACTORS:

Travis Scott (TS)
Kathy Janes (KJ)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)

ATTENDANCE

Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent

TITLE

Executive Director
Administrative Assistant
Marketing & Sales Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator

INTRODUCTION OF GUESTS:

• **CHAIR'S COMMENTS:**

• **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 May 12, 2022 | **See Attachment**

• **FINANCE COMMITTEE UPDATE** Discussion Possible Action

- FINANCE CHAIR COMMENTS:

- Presentation: Civitas Advisors: Carson Lambeth – BID increase to 2% and possible ordinance change | **See Attachment(s)** | Discussion
- April 2022 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet

- **FESTIVAL & MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
 - FESTIVAL CHAIR COMMENTS:
 - MARKETING CHAIR COMMENTS:
 - PR Report
 - Harvest Festival Mendocino
 - Seafood & Sips Festival
 - Cannabis Tourism Update
 - Podcast Update
 - Room to Roam Analytics | **See Attachment**
 - Social Media Analytics | **See Attachment**
 - Website Analytics | **See Attachment**
 - Booking Link | **See Attachment**

- **VISITOR SERVICES UPDATE**
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Sign Project
 - Highway 128
 - www.visit128.com
 - Visitor Survey
 - CORO Mendocino Partnership
 - Rack Cards | **See Attachment**
 - Coro Branding website & print materials mirroring VMC
 - www.corotrail.com
 - www.coromendocino.com

- **EXECUTIVE DIRECTOR REPORT** ✓ Discussion ✓ Possible Action
 - NCTC Sales Trip – Bay Area Travel & Adventure Show May 20, 2022
 - BID/Match information & research

- **FUTURE AGENDA ITEMS** ✓ Discussion

- **NEXT MEETING** ✓ Discussion
 - Tentative: Thursday, July 14, 2022, at 2:00 PM

- **ADJOURN**