



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, July 14, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/86214022482>

*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)
- OPEN SEAT
- 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 June 9, 2022 | *See Attachment*

• FESTIVAL & MARKETING COMMITTEE UPDATE Discussion Possible Action

- FESTIVAL CHAIR COMMENTS:
- MARKETING CHAIR COMMENTS:

- Agency Xi Brand Exploration | ***See Attachment***
- Television Commercial
- PR Report
- Harvest Festival Mendocino
- Seafood & Sips Festival
- Festival Logos | ***See Attachment***
- Cannabis Tourism Update
 - Cultivar Contract/Direction (Brett Schlesinger)
- Event Marketing Support Parameters | ***See Attachment***
- California State Fair Booths
- Podcast Update
- 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:
 - May 2022 Financials | ***See Attachment*** | Approve
 - Review Cash Flow Spreadsheet
 - BID Additional Business Sector Inclusion (Cally to lead) – 30 Minute Discussion
- **VISITOR SERVICES UPDATE**
 - VISITOR SERVICES CHAIR COMMENTS:
 - Highway 128
 - www.visit128.com
 - Visitor Survey | ***See Attachment***
 - Visit Fort Bragg Outreach
 - Recruiting Visitor Services Committee Members
- **EXECUTIVE DIRECTOR REPORT** ↗ Discussion ↗ Possible Action
 - BID/Match information & research
 - VCA/NCTC Annual Report
 - VCA/NCTC Annual Grant Application
 - End of Year Financial Review (itemized)
- **FUTURE AGENDA ITEMS** ↗ Discussion
- **NEXT MEETING** ↗ Discussion
 - Tentative: Thursday, August 11, 2022, at 2:00 PM
- **ADJOURN**