



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, August 10, 2023 | START TIME: 2:00 PM

PLACE: The Andiron Seaside Inn & Cabins Cabin # 9, 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/83141227212>

• 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
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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 (TS)
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
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[ ] Present [ ] Absent

TITLE

- Chief Executive Officer
Executive Support Specialist
Director of Marketing
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: 06/08/23 | See Attachment | Approve

• FINANCE COMMITTEE UPDATE [ ] Discussion [ ] Possible Action

- FINANCE CHAIR COMMENTS:
Financial Statements | See Attachment(s) | Approve
June 2023

# VISIT MENDOCINO

- Review Cash Flow Spreadsheet
- Budget Augmentation: Position funding move \$70,000 from 3900 to 8510 for Marketing Department Staff| Approve
  - Approved by Finance Committee at 8/8/23 meeting.
- **MARKETING & FESTIVAL COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
  - FESTIVAL CHAIR COMMENTS:
  - MARKETING CHAIR COMMENTS:
    - Festival(s) Update
    - PR Report
    - State Fair/Cannabis Expo | **See Attachment**
    - Cannabis Tourism – Market Visit
      - Brian Applegarth Meeting
    - Brand Launch Update
      - Commercial Voice – Talent Scouting
      - Mendocino Drone
      - Tim Poma
    - Website Update
      - Content Additions
      - Webcams of Mendocino County
      - Partner Organizations on Website – Visit California, North of Ordinary, Leave No Trace, Highway 128
      - Sustainability & DEI Statements on Website
    - Building Signs | **See Attachment**
    - Email Signatures | **See Attachment**
    - DogTrekker Annual Report | **See Attachment**
    - Programmatic 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
    - Explorers Guide, Pet Guide, etc
    - Fuller Digital Media: Regional Promotional Videos for YouTube – **project cancelled.**
- **PERSONNEL COMMITTEE** ✓ Discussion ✓ Possible Action
  - PERSONNEL CHAIR COMMENTS:
    - CEO review report out – June 2023
    - New Title: Director of Marketing, Ramon Jimenez
    - Marketing Manager hire pending approval of funding
- **CEO REPORT** ✓ Discussion ✓ Possible Action
  - By-Laws Revision | **See Attachment** | Approve
  - CEO CDME Education CONTINUES, finally!
  - Cal Travel Summit - September
  - BID Conversion Update

- Leave No Trace/Cleaner California Coast Update
- **FUTURE AGENDA ITEMS**  Discussion
- **NEXT MEETING**  Discussion  Possible Action  
Tentative: Thursday, October 12, 2023, at 2:00 PM
- **ADJOURN**