



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Thursday, August 11, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/87478921388>

*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
 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 July 14, 2022 | **See Attachment**

Timed Item: 2:15 PM Discussion Possible Action

- BID Assessment Increase (Cally to lead, Travis to Open) – Welcome: Carson Lambeth, Civitas Advisors
 - California BID/TBID Matrix | **See Attachment**
 - 89 vs. 94 Law | **See Attachment**

- Steps to form a 94 BID/TBID | ***See Attachment***
- Civitas Proposal for Conversion + Assessment Increase | ***See Attachment*** | Approve

- **FINANCE COMMITTEE UPDATE** ↗ Discussion ↗ Possible Action
 - FINANCE CHAIR COMMENTS:
 - June 2022 Preliminary EOY Financials | ***See Attachment*** | Approve
 - Review Cash Flow Spreadsheet

- **FESTIVAL & MARKETING COMMITTEE UPDATE** ↗ Discussion ↗ Possible Action
 - FESTIVAL CHAIR COMMENTS:
 - MARKETING CHAIR COMMENTS:
 - PR Report
 - Festival(s) Update
 - Meet & Greet August 17th 3 – 5 PM in Point Arena
 - Cannabis Tourism Update
 - Cultivar Contract/Direction (Brett Schlesinger & Travis Scott)
 - Event Marketing Support Parameters | ***See Attachment***
 - DogTrekker Barking Report | ***See Attachment***
 - California State Fair Booths | ***See Attachment***
 - Schedule of Commercials | ***See Attachment***
 - Rebrand & Website Schedule | ***See Attachment***
 - Podcast Update
 - 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:
 - Visitor Survey Update
 - Recruiting Visitor Services Committee Members and Chair

- **EXECUTIVE DIRECTOR REPORT** ↗ Discussion ↗ Possible Action
 - BID/Match information & research
 - End of Year Financial Review (itemized)
 - FY 2021/2022 Q3 Report | ***See Attachment*** | Approve
 - NCTC Annual Report | ***See Attachment***
 - NCTC Annual Grant Application | ***See Attachment***
 - 21-22 National DMO Funding Report | ***See Attachment***

- **FUTURE AGENDA ITEMS** ↗ Discussion

- **NEXT MEETING** ↗ Discussion
 - Tentative: Thursday, September 08, 2022 at 2:00 PM

- **ADJOURN**