



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, September 08, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/81426748873>

*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
 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 August 11, 2022 | **See Attachment**
- **FINANCE COMMITTEE UPDATE** Discussion Possible Action
 - FINANCE CHAIR COMMENTS:
 - July 2022 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet

- WiPFLi Accounting Update – need to identify new firm

- **FESTIVAL & MARKETING COMMITTEE UPDATE** ↗ Discussion ↗ Possible Action

- FESTIVAL CHAIR COMMENTS:
- MARKETING CHAIR COMMENTS:
- Brand Launch Discussion
- PR Report
- Podcast Update
- Festival(s) 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:
- Meet & Greet August Recap
- Fuller Digital Media Video

- **EXECUTIVE DIRECTOR REPORT** ↗ Discussion ↗ Possible Action

- BID/Match information, research and conversations continue
- BID/BoD Recruitment w/Jo Bradley
- PR Programming for FAM season
- ABC7 Localish episode planning
- ED/VMC Bible for Executive Committee
- Ramon is in the Leadership Mendocino Class of 2023 cohort!

- **FUTURE AGENDA ITEMS** ↗ Discussion

- **NEXT MEETING** ↗ Discussion

- Tentative: Thursday, October 13, 2022 at 2:00 PM

- **ADJOURN**