



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Wednesday, January 11, 2023, starting at 2:30 PM

PLACE: Little River Inn/Abalone Hall 7901 N. Hwy One Little River, CA 95456

• CALL TO ORDER

• ROLL CALL

BOARD MEMBERS

- Scott Connolly (SC)
- Brett Schlesinger (BS)
- Makenzie Blaylock (MB)**
- Kasie Gray (KG)
- Katrina Kessen (KK)
- Elizabeth Cameron (EC)
- Cab Boettcher (CAB)**
- Tawny MacMillan (TM)**
- Raakesh Patel (RP)
- OPEN SEAT
- OPEN SEAT

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

STAFF/CONTRACTORS:

- Travis Scott (TRS)
- 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
- Present  Absent
- Present  Absent
- Present  Absent
- Present  Absent

TITLE

- Executive Director
- Executive Support Specialist
- Marketing & Sales Manager
- Partner Relations & Communications Manager
- Marketing & Communications Coordinator
- Festival Coordinator
- Development Manager

INTRODUCTION OF GUESTS:

FINANCE, FESTIVAL AND MARKETING COMMITTEE MEMBERS PRESENT:

• 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.

• Seating of New Board Members  Discussion  Possible Action

- Christopher “Cab” Boettcher, Large Lodging Operator; Coastal
- Makenzie Blaylock, Winery/Winegrower
- Tawney MacMillan, Regional Promotional; Coastal

• Elect Slate of Executive Officers for 2022  Discussion  Possible Action

- Scott Connolly, Chair of the Board
- Brett Schlesinger, Vice Chair of the Board
- Kasie Gray, Treasurer of the Board
- Christopher “Cab” Boettcher, Secretary of the Board

• Committee Membership:

- Elect slate of committee chairs for 2023  Discussion  Possible Action

- Personnel Committee Chair, Scott Connolly
- Organizational Development Chair, Brett Schlesinger
- Finance Committee Chair, Kasie Gray
- Ad Hoc Bylaws Committee Chair, Scott Connolly
- Marketing Committee Chair, Cally Dym
- Festival Committee Chair, Makenzie Blaylock
- Visitor Services Chair, Jon Glidewell

- Approve committee members as listed:  Discussion  Possible Action

<u>Executive Committee</u>	Brett Schlesinger	Kasie Gray
Scott Connolly, Chair	Kasie Gray	Travis Scott, VMC Executive Director
Brett Schlesinger, Vice Chair	Julie Golden	
Christopher “Cab” Boettcher, Secretary	Ramon Jimenez, VMC Marketing	<u>Organizational Development:</u>
Kasie Gray, Treasurer	Manager	Brett Schlesinger, Chair
Katrina Kessen		Scott Connolly
Travis Scott, VMC Executive Director	<u>Finance Committee:</u>	Christopher “Cab” Boettcher
	Kasie Gray, Chair/Treasurer of the Board	Jennifer Seward, VMC Development
<u>Festival Committee:</u>	Scott Connolly	Manager
Mackenzie Blaylock, CHAIR	Brett Schlesinger	
Tom Yates	Travis Scott, VMC Executive Director	<u>Ad Hoc Bylaws Committee:</u>
Gregg Lamer		Scott Connolly, Chair
Terrie Swift	<u>Visitor Services:</u>	Kasie Gray
Tawny MacMillan	Jon Glidewell, Chair	Brett Schlesinger
Katrina Kessen	Jo Bradley	Christopher “Cab” Boettcher
Janis MacDonald, VMC Festival	Scott Connolly	Travis Scott, VMC Executive Director
Coordinator	Rakesh Taneja	
	Terrie Swift	
<u>Marketing Committee:</u>	Jamie Peters-Connolly, VMC Partner	
Cally Dym, Chair	Relations & Communications Mgr	
Christopher “Cab” Boettcher		
Elizabeth Cameron	<u>Personnel Committee:</u>	
Alyssum Weir	Scott Connolly, Chair	
Raakesh Patel	Christopher “Cab” Boettcher	

- **Board & Committee Meeting Schedules**  Discussion  Possible Action

- Approval of Proposed Board & Committee 2023 Meeting Schedules
  - Board of Directors: 2<sup>nd</sup> Thursday/Month: 2:00 PM
  - Festival Committee: 1<sup>st</sup> Tues/Month: 10:00 AM
  - Marketing Committee: 1<sup>st</sup> Tues/Month: 10:00 AM
  - Finance Committee: 1<sup>st</sup> Tues/Month: 12:00 PM
  - Visitor Services: Quarterly, TBD
  - Personnel Committee: As Needed
  - Ad Hoc Bylaws Committee: As Needed
  - Organizational Development: Quarterly, TBD
  - Executive Committee: 1<sup>st</sup> Tues/Month: 12:00 PM

- **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: 11/10/22 | **See Attachment** | Approve

- **MARKETING & FESTIVAL COMMITTEE UPDATE**     Discussion  Possible Action
  - FESTIVAL CHAIR COMMENTS:
  - MARKETING CHAIR COMMENTS:
  - Meeting Minutes: 12/6/2022 | **See Attachment** | Approve
  - Brand Launch Updates
  - PR Report
  - Festival(s) Update
    - Seafood & Sips Analytics
  - Wellness Campaign
  - 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:
  - Meeting Minutes: 12/7/22 | **See Attachment** | Approve
  - November 2022 Financials | **See Attachment** | Approve
    - a. Review Cash Flow Spreadsheet
  - Presentation: Fiscal Year 2023/2024 Budget | **See Attachment** | Approve
  
- **VISITOR SERVICES UPDATE**  Discussion  Possible Action
  - VISITOR SERVICES CHAIR COMMENTS:
  - Visitor & Resident Sentiment Survey(s)
  - Gateway Sign Project
  - Fuller Digital Media Project
  - Meet & Greet Series
  
- **EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action
  - 22/23 Q1 Report Draft | **See Attachment** | Approve
  
- **FUTURE AGENDA ITEMS**  Discussion
  
- **NEXT MEETING**  Discussion
  - Tentative: Thursday, February 09, 2023, at 2:00 PM
  
- **ADJOURN**

**NOTE TO ALL BOARD MEMBERS (STRONGLY ENCOURAGED) AND STAFF (REQUIRED):**

Please note and share with your staff that County Counsel Christian Curtis is offering the following training:

**Brown Act & Ethics**

Wednesday, January 25, 2023 9:00 AM -11:00 AM

This training will be held via Teams. If you are interested, please email the following information to **Julianna Chapman**, Legal Services Supervisor at [chapmanj@mendocinocounty.org](mailto:chapmanj@mendocinocounty.org):

- Name
- Entity
- Address
- Phone Number

A link will be sent to those registered prior to the training.

**\*Please note that to receive a certificate, you must participate in the full 2-hour training.**

Each participant must be registered with their name and e-mail address prior to the training so that a Certificate of Completion can be provided.

Just as a reminder, all future trainings are posted on our public website. The link is listed below:

<https://www.mendocinocounty.org/government/county-counsel/upcoming-trainings>