



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, January 13, 2022 starting at 9:30 AM

PLACE: ZOOM: <https://us02web.zoom.us/j/84903564641>

And For BoD Members and Staff only:

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

*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 MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Coastal
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Winery/Winegrower
Scott Connolly (SC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Medium Lodging Operator; Coastal
Katrina Kessen (KK)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	At Large
Elizabeth Cameron (EC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator
Raakesh Patel (RP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray (KG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Inland
STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Assistant
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Sales Manager
Jamie Peters-Connolly (JC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Partner Relations & Communications Manager
Mckenzie McLain (MM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Communications Coordinator

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

- Elizabeth Cameron, Arts Organization/Attractions
- Katrina Kessen, At-Large

• MARKETING & FESTIVAL COMMITTEE UPDATE Discussion Possible Action

- FESTIVAL CHAIR COMMENTS:
- MARKETING CHAIR COMMENTS:
- Meeting Minutes: 12.7.2021 | **See Attachment** | Approve
- Rebrand & Website Proposal, Brendan McGuigan – Agency Xi | **See Attachment** | Approve

- PR Report
 - Festival Coordinator (Contractor) | **See Attachment** | Approve for Finance Committee Approval
 - Wellness Campaign
 - Room to Roam Campaign Launch: TV, Radio & Podcast
 - 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: 10.5.2021, 11.09.2021 & 12.7.2021 | **See Attachment** | Approve
 - November 2021 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet
 - Festival Coordinator (Contractor) | **See Attachment** | Approve up to \$50k budget addition to acct: 8590 Contract Work
- **Elect Slate of Executive Officers for 2022** ↗ Discussion ↗ Possible Action
 - Scott Connolly, Chair of the Board
 - Cally Dym, Vice Chair of the Board
 - Kasie Gray, Treasurer of the Board
 - Bernadette Byrne, Secretary of the Board
- **Committee Membership:**
 - Elect slate of committee chairs for 2022 ↗ Discussion ↗ Possible Action
 - Personnel Committee Chair, Scott Connolly
 - Organizational Development Chair, Cally Dym
 - Finance Committee Chair, Kasie Gray
 - Ad Hoc Bylaws Committee Chair, Scott Connolly
 - Marketing Committee Chair, Cally Dym
 - Festival Committee Chair, Bernadette Byrne
 - Visitor Services Chair, Sharon Davis
- Approve committee Members as listed: ↗ Discussion ↗ Possible Action

<u>Executive Committee:</u> Scott Connolly, Chair Cally Dym Bernadette Byrne Kasie Gray Katrina Kessen Staff: Travis Scott	Sharon Davis Staff: Travis Scott	Staff: Travis Scott
<u>Personnel Committee</u> Scott Connolly, Chair Cally Dym Bernadette Byrne Staff: Travis Scott	<u>Finance Committee</u> Kasie Gray, Chair Scott Connolly Bernadette Byrne Staff: Travis Scott	<u>Visitor Services Committee</u> Sharon Davis, Chair Jon Glidewell Jo Bradley Rakesh Taneja Staff: Jamie Peters-Connolly
<u>Organizational Development Committee</u> Cally Dym, Chair Kasie Gray	<u>Ad Hoc Bylaws Committee</u> Scott Connolly, Chair Cally Dym Kasie Gray Bernadette Byrne	<u>Marketing Committee</u> Cally Dym, Chair Bernadette Byrne Elizabeth Cameron Susie Plocher

John Dixon
Alyssum Weir
Raakesh Patel
Brett Schlesinger
Kasie Gray
Staff: Ramon Jimenez

Festival Committee
Bernadette Byrne, Chair
Tom Liden
Tom Yates
Greg Lamer

Katrina Kessen
Terrie Swift
Staff: Jamie Peters-Connolly

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

• Approval of Proposed Board & Committee 2022 Meeting Schedules

- Board of Directors: 2nd Thursday/Month: 2:00 PM
- Festival Committee: 1st Tues/Month: 10:00 AM
- Marketing Committee: 1st Tues/Month: 10:00 AM
- Finance Committee: 1st 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: As Needed

• **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.

- Minutes December 09, 2021 Meeting

• **VISITOR SERVICES UPDATE**

- Explorer Guide Distribution
- Visitor & Resident Sentiment Survey(s)
- Gateway Sign Project
- Update Pet Guide

• **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action

- Annual Report 2020-2021 | **See Attachment** | Approve
- Bylaws Update | **See Attachment** | Approve

• **FUTURE AGENDA ITEMS** Discussion

• **NEXT MEETING** Discussion

Tentative: Thursday, February 10, 2022 at 2:00 PM

• **ADJOURN**

NOTE TO ALL BOARD MEMBERS AND STAFF (REQUIRED FOR ALL STAFF):

County Counsel Christian Curtis is offering a Brown Act & Ethics Training ([via Zoom](#)) on the following date:

Friday, January 28, 2022

9:00 AM - 11:00 AM

If you are interested, please email me (chapmanj@mendocinocounty.org) and I will register you for the training. I will then send you the Zoom link to join.

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>