



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA MINUTES

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 9:32AM**

- **ROLL CALL**

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Large Lodging Operator; Coastal
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Winery/Winegrower
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Medium Lodging Operator; Coastal
Katrina Kessen (KK)	9:35AM X Present <input type="checkbox"/> Absent	At Large
Elizabeth Cameron (EC)	X Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	X 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 X Absent	Large Lodging Operator; Inland
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray (KG)	9:35AM X Present <input type="checkbox"/> Absent	Regional Promotional; Inland
STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Kathy Janes (KJ)	X Present <input type="checkbox"/> Absent	Administrative Assistant
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing & Sales Manager
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations & Communications Manager
Mckenzie McLain (MM)	X Present <input type="checkbox"/> Absent	Marketing & Communications Coordinator

INTRODUCTION OF GUESTS:

Brendan Mcguigan

FINANCE, FESTIVAL AND MARKETING COMMITTEE MEMBERS PRESENT:

Tom Liden
Greg Lamer
Alyssum Weir
John Dixon

- **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

- 1st SC 2nd BB *Motion Carries*

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

- FESTIVAL CHAIR COMMENTS:
- MARKETING CHAIR COMMENTS: Will continue to have Festival and Marketing meetings together
- Meeting Minutes: 12.7.2021 | **See Attachment** | Approve
 - 1st SD 2nd CD *Motion Carries*
- Rebrand & Website Proposal, Brendan McGuigan – Agency Xi | **See Attachment** | Approve
 - 1st BB 2nd AW *Motion Carries with Katrina Kessen abstaining*
- PR Report
 - TS: 2 press releases: Mushroom and Oscar’s Place
 - Press release went out to over 2,000 media contacts
 - Completed 3 FAM trips
 - Currently working on 3 more FAMs
 - Highlights: NBC San Diego, NBC Bay Area, NBC Los Angeles, Sunset, Marin Magazine, Forbes, LA Times
- Festival Coordinator (Contractor) | **See Attachment** | Approve for Finance Committee Approval
 - BB: We struggle to get participation interest in these festivals, and we need support for someone to work directly with stakeholders specifically on putting together festivals
 - TL: I fully support this and it’s great that it is finally happening
 - 1st SD 2nd CD *Motion Carries with Katrina Kessen abstaining*
- Wellness Campaign
 - JC: Wellness press release went out this week and we created a MendoMoment with an eblast following this (going out tomorrow)
- Room to Roam Campaign Launch: TV, Radio & Podcast
 - RJ: TV and radio launched January 3 and working on launching 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
 - 1st CD 2nd SD *Motion Carries*
- November 2021 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet
 - 1st BB 2nd CD *Motion Carries*
- Festival Coordinator (Contractor) | **See Attachment** | Approve up to \$50k budget addition to acct: 8590 Contract Work
 - 1st BB 2nd SD *Motion Carries with Kasie Gray*

- **Elect Slate of Executive Officers for 2022** ✓ Discussion ✓ Possible Action

- Scott Connolly, Chair of the Board
- Cally Dym, Vice Chair of the Board
- 1st KK 2nd SD *Motion Carries*
- 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

- 1st SC 2nd BB *Motion Carries*

- Approve committee Members as listed: **↗ Discussion ↗ Possible Action**

Executive Committee:

Scott Connolly, Chair
Cally Dym
Bernadette Byrne
Kasie Gray
Katrina Kessen
Staff: Travis Scott

Finance Committee

Kasie Gray, Chair
Scott Connolly
Bernadette Byrne
Staff: Travis Scott

Marketing Committee

Cally Dym, Chair
Bernadette Byrne
Elizabeth Cameron
Susie Plocher
John Dixon
Alyssum Weir
Raakesh Patel
Brett Schlesinger
Kasie Gray
Staff: Ramon Jimenez

Personnel Committee

Scott Connolly, Chair
Cally Dym
Bernadette Byrne
Staff: Travis Scott

Ad Hoc Bylaws Committee

Scott Connolly, Chair
Cally Dym
Kasie Gray
Bernadette Byrne
Staff: Travis Scott

Festival Committee

Bernadette Byrne, Chair
Tom Liden
Tom Yates
Greg Lamer
Katrina Kessen
Terrie Swift
Staff: Jamie Peters-Connolly

Organizational Development Committee

Cally Dym, Chair
Kasie Gray
Sharon Davis
Staff: Travis Scott

Visitor Services Committee

Sharon Davis, Chair
Jon Glidewell
Jo Bradley
Rakesh Taneja
Staff: Jamie Peters-Connolly

- 1st SC 2nd SD
Motion Carries

- **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





- 1st SD 2nd KK *Motion Carries*

- **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
- 1st BB 2nd SC *Motion Carries*

- **VISITOR SERVICES UPDATE**

- Explorer Guide Distribution
 - JC: Distributed 3,000 in the county and have them being delivered in California Visitor Centers
- Visitor & Resident Sentiment Survey(s)
 - JC: Meeting next week to begin moving forward on this project
- Gateway Sign Project
 - JC: Jo Bradley is in conversation with CalTran with different properties we can put our sign on
 - Will hold off on signs until we have our rebranding done
- Update Pet Guide
 - JC: MM currently working on updating our pet friendly guide
- **EXECUTIVE DIRECTOR REPORT**  **Discussion**  **Possible Action**
 - Annual Report 2020-2021 | **See Attachment** | Approve
 - 1st CD 2nd BB *Motion Carries*
 - Bylaws Update | **See Attachment** | Approve
 - TS: Updated office address, and many formatting updates. Changes included in packet PDF
 - Updated business “good standing” section
 - CD: Remove sections 5.6 (f) since it is very difficult to find board members
 - BB and KK agree
 - Approve bylaw updates with the removal of section 5.6 (f)
 - 1st SC 2nd SD *Motion Carries*
- **FUTURE AGENDA ITEMS**  **Discussion**
 - Resolution to make officer changes to checking account
- **NEXT MEETING**  **Discussion**

Tentative: Thursday, February 10, 2022 at 2:00 PM
- **ADJOURN** 11:27AM by SC

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>