



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, October 12, 2023 | START TIME: 2:00 PM

PLACE: Little River Inn – The Abalone Room, 7751 Hwy 1, Little River, CA 95456

and

Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

ZOOM: <https://us02web.zoom.us/j/82722972645>

CALL TO ORDER:

ROLL CALL:

BOARD MEMBERS

- Brett Schlesinger (BS)
Cab Boettcher (CAB)
Kasie Gray (KG)
Makenzie Blaylock (MB)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Tawny MacMillan (TM)
Raakesh Patel (RP)
OPEN SEAT
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, Food & Beverage
SECRETARY, Large Lodging Operator; Coastal
TREASURER, Regional Promotional; Inland
Winery/Winegrower
At Large
Arts Organization/Attractions
Regional Promotional; Coastal
Large Lodging Operator; Inland
Medium Lodging Operator; Coastal
Large, At-Large Lodging Operator
Small Lodging Operator

STAFF/CONTRACTORS:

- Travis Scott (TS)
Kathy Janes (KJ)
Ramon Jimenez (RJ)
Lisa Batson (LB)
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
Present Absent

TITLE

- Chief Executive Officer
Executive Support Specialist
Director of Marketing
Marketing Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Development Manager

INTRODUCTION OF GUESTS:

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.

SCOTT CONNOLLY FAREWELL

Resigned from the Board of Directors due to personal reasons

CONSENT AGENDA ITEMS [check] Discussion [check] 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: 08/10/23 | See Attachment | Approve

VISIT MENDOCINO

- **PERSONNEL COMMITTEE** ✓ Discussion ✓ Possible Action
- **CLOSED SESSION PERSONNEL DISCUSSION**
 - Closed session report out
- **FINANCE COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
- **FINANCE CHAIR COMMENTS:**
 - Financial Statements | *See Attachment(s)* | **Approve**
 - **August 2023**
 - Review Cash Flow Spreadsheet
 - Adjusting Journal Entry to clear PP Exp acct 1230 | *See Attachment*
 - Added Account 6580 "Contract Writing" to COA and moved \$24,000 from 5130 to fund.
 - Vacant Finance Committee Seat: take to whole BoD in October or operate with two members? Potentially appoint 3rd member to Marketing Committee | **Approve**
- **MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
- **MARKETING CHAIR COMMENTS:**
 - Festival(s) Update
 - Seafood and Sips Festival Pass
 - PR Report
 - Podcast Series
 - County Fair
 - USA Today Campaigns
 - Programmatic 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
 - Gateway Sign
 - Visitor Guide and Pet Guide
 - Visit 128
- **CEO REPORT** ✓ Discussion ✓ Possible Action
 - Cal Travel Summit
 - BID Conversion Update
 - Leave No Trace/Cleaner California Coast Update
 - Q1 Report July-September 2023 | *See Attachment(s)* | **Approve**
 - Certified Tourism Ambassador Program - Mendocino College | *See Attachment*
- **FUTURE AGENDA ITEMS** ✓ Discussion
- **NEXT MEETING** ✓ Discussion ✓ Possible Action
Tentative: Thursday, December 14, 2023, at 2:00 PM
- **ADJOURN**