



MENDOCINO COUNTY TOURISM COMMISSION, INC.  
**BOARD OF DIRECTORS AGENDA**

DATE: Thursday, October 13, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/84331130007>

\*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

**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 September 8, 2022 | **See Attachment**
- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action
  - FINANCE CHAIR COMMENTS:
  - August 2022 Financials | **See Attachment** | Approve
    - Review Cash Flow Spreadsheet

- Add funds in the amount of \$80,000 to account 7080 from account 3900 for Civitas contract | Approve
- **FESTIVAL & MARKETING COMMITTEE UPDATE** ↗ Discussion ↗ Possible Action
  - FESTIVAL CHAIR COMMENTS:
  - MARKETING CHAIR COMMENTS:
  - Logo Exploration (Agency Xi) | **Review for Approval**
  - Brand Launch Media Outlet Research
    - Airports (SMF, STS, BUR)
    - Avelo Airlines
    - Carvertise (Wrapped Uber, Lyft & Doordash Cars)
    - Static Billboards
    - Radio, Television & OTT (ads through online video streaming)
  - PR Report
  - Get Your Glass Over Here Campaign
  - Festival(s) Update
  - Q4 Television and Radio Contracts
  - 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 October 19
- **EXECUTIVE DIRECTOR REPORT** ↗ Discussion ↗ Possible Action
  - BID/Match information, research and conversations continue
  - BID/BoD Recruitment w/Jo Bradley
  - ABC7 Localish episode planning
  - ED/VMC Bible for Executive Committee
  - CAL Travel Summit/Palm Desert
  - Employee Recruitment (Sales/Development)
- **FUTURE AGENDA ITEMS** ↗ Discussion
- **NEXT MEETING** ↗ Discussion
  - Tentative: Thursday, November 10, 2022 at 2:00 PM
- **ADJOURN**