



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, November 10, 2022, starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/88318245324>

*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
 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 October 13, 2022 | *See Attachment*
- **FINANCE COMMITTEE UPDATE** Discussion Possible Action
 - FINANCE CHAIR COMMENTS:
 - September 2022 Financials | *See Attachment* | Approve
 - Review Cash Flow Spreadsheet

- **FESTIVAL & MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
 - FESTIVAL CHAIR COMMENTS:
 - MARKETING CHAIR COMMENTS:
 - Festival Committee Resignation
 - Tom Liden – **See Attachment**
 - Brand Launch Media Outlet Research
 - PR Report
 - Get Your Glass Over Here Commercial | **See Attachment**
 - Festival(s) Update
 - Q1 2023 Television and Radio Contracts
 - Room to Roam Analytics | **See Attachment**
 - Social Media Analytics | **See Attachment**
 - Website Analytics | **See Attachment**
 - Booking Link | **See Attachment**
 - Wrap Up | What to Report to the BOD
- **VISITOR SERVICES UPDATE** ✓ Discussion ✓ Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Visitor & Resident Survey Analysis
 - Gateway Signage State
 - Grant Program Launch
- **EXECUTIVE DIRECTOR REPORT** ✓ Discussion ✓ Possible Action
 - BID/Match information, research and conversations continue
 - ED/VMC Bible for Executive Committee
 - Festival(s)
 - Office/Storage Changes
 - Accounting Transition
 - Humboldt County BoS presentation on behalf of NCTC
- **FUTURE AGENDA ITEMS** ✓ Discussion
- **NEXT MEETING** ✓ Discussion
 - Tentative: Thursday, December 08, 2022 at 2:00 PM
- **ADJOURN**