



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Tuesday, November 12, 2019 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg, CA 95437

\*CALL-IN LOCATIONS: 1055 N State St, Ukiah CA 95482 | 101 Gregory Lane, Willits CA | 1818 Fifth Street, Berkeley CA 94710

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50-8962 #

\*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.

1. CALL TO ORDER

2. ROLL CALL

Table with columns: BOARD MEMBER, ATTENDANCE STATUS, TITLE. Lists board members (John Kuhry, Cally Dym, Jennifer Seward, Bernadette Byrne, Sharon Davis, Jitu Ishwar, Jan Rodriguez, Martha Barra, Jay Epstein, Open Seat, Scott Connolly) and staff members (Travis Scott, Alison de Grassi, Katrina Kessen, Kathy Janes, Ramon Jimenez, Daphne Haney, Emily Saengarun) with their respective attendance status and titles.

INTRODUCTION OF GUESTS

Table with columns: BOARD MEMBER, ATTENDANCE STATUS, TITLE. Lists Amanda Reiman with Present status and Community Development, Flow Kanna title.

3. CHAIR'S COMMENTS

4. 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.

5. CONSENT AGENDA ITEMS [X] Discussion [X] Action Items

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.

- REVIEW/APPROVE Minutes 10/8/2019 Meeting | See Attachment
Finance was cancelled due to PSPS | Note: September 2019 Financials available for approval at the next meeting

6. MARKETING COMMITTEE UPDATE [X] Discussion. [X] Action

(NEXT MEETING: 11.6.2019 at 11:00 AM)

- Amanda Reiman – Presentation Portrait of Cannabis Tourism – TERM SHEET | See Attachment
Committee Chair Report

- Marketing Committee Reporting to BOD
- Media Matters Worldwide – Review results of campaigns in detail | Are we seeing results vs. spend rate? | The ED is currently recommending a pause in campaign (minus festivals) to evaluate contractor performance and the possibility of renegotiation of contract with MMWW. | **See Attachments: MMWW Payment Schedule**

#### 7. FESTIVAL COMMITTEE UPDATE Discussion

(NEXT MEETING: 12.4.2019 at 10:00 AM)

- Committee Chair Report
- Hotel Adoption Program (HAP)

#### 8. PERSONNEL COMMITTEE UPDATE Discussion Action Item

(NEXT MEETING: TBD)

- No report

#### 9. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: 11.27.2019 at 11:00 AM)

- No report | 10.30.2019 meeting cancelled, without notice, due to the Public Safety Power Shutoff (PSPS).

#### 10. VISITOR SERVICES COMMITTEE UPDATE Discussion

(NEXT MEETING: 12.4.2019 at 3:00 PM)

- No report

#### 11. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

(NEXT MEETING: 11.12.2019 at 3:00 PM)

- No report

#### 12. EXECUTIVE DIRECTOR REPORT Discussion

- VMC Quarterly Cybersecurity Results
  - VMC Cybersecurity Executive Summary July-September 2019 | **See Attachment**
  - VMC Cloud Audit July-September 2019 | **See Attachment**
  - VMC Phishing Report July-September 2019 | **See Attachment**
  - VMC Data Breach Report 10\_17\_19 | **See Attachment**
- Discussion – DMO vs. DO

#### 13. FUTURE AGENDA ITEMS Discussion

- KK - Presentation on Certified Tourism Ambassador Program (December 2019)
- MMWW Performance
- September 2019 Financials

#### 14. NEXT MEETING

TENTATIVE: Tuesday, December 10, 2019 at 1:00 PM

#### 15. ADJOURN