VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, November 12, 2026, starting at 1:00 PM
PLACE: Visit Mendocino County: 367 N State St #102, Ukiah, CA 95482
and
Little River Inn Abalone Room, 7901 California Highway One, Little River, CA 95456

- **CALL TO ORDER**

- **ROLL CALL**

BOARD MEMBERS	ATTENDANCE	TITLE
Kasie Gray (KG)	☐ Present ☐ Absent	**CHAIR** Regional Promotional; Inland
Tawny MacMillan (TM)	☐ Present ☐ Absent	**VICE CHAIR** Regional Promotional; Coastal
Ian Roth (IR)	☐ Present ☐ Absent	**TREASURER** Medium Lodging Operator
Alina Reyes (AR)	☐ Present ☐ Absent	**SECRETARY** Small Lodging Operator
Jon Glidewell (JG)	☐ Present ☐ Absent	Large Lodging Operator, At-Large
Jitu Ishwar (JI)	☐ Present ☐ Absent	Large Lodging Operator; Inland
Cab Boettcher (CB)	☐ Present ☐ Absent	Large Lodging Operator; Coastal
Julie Golden (JG)	☐ Present ☐ Absent	Food & Beverage
Roxanne Perkins (RP)	☐ Present ☐ Absent	Arts Organization/Attractions
OPEN SEAT	☐ Present ☐ Absent	Winery/Winegrower
OPEN SEAT	☐ Present ☐ Absent	At Large

STAFF/CONTRACTORS:	ATTENDANCE	TITLE
Scott Schneider (SS)	☐ Present ☐ Absent	Interim Executive Director
Ramon Jimenez (RJ)	☐ Present ☐ Absent	Director of Operations
Jamie Peters (JP)	☐ Present ☐ Absent	Director of Stakeholder Engagement
Melodie Hilton (MH)	☐ Present ☐ Absent	Director of Public Relations
Janis MacDonald (JM)	☐ Present ☐ Absent	Festival Coordinator

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.

- **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.
  - October 8, 2026 Meeting Minutes | ***See Attachment*** | **Approve**

- **EXECUTIVE DIRECTOR REPORT ☑ Discussion ☑ Possible Action**
  - FY 25/26 Annual Report | ***See Attachment***
  - General Update
  - Office Location
  - Board Election
  - Steering Committee

- **MARKETING COMMITTEE UPDATE ☑ Discussion ☐ Possible Action**
  - MARKETING CHAIR COMMENTS:
  - Festival(s) Update
  - PR Report | ***See Attachment***
  - Inland Marketing Advisory Group
  - Digital and Online Marketing
    - Social Media Analytics | ***See Attachment***
    - Website Analytics | ***See Attachment***
    - Booking Link | ***See Attachment***

- **FINANCE COMMITTEE UPDATE ☑ Discussion☑ Possible Action**
  - FINANCE CHAIR COMMENTS:
  - Financial Statements
    - August 2026 Financials| ***See Attachment*** |**Approve**
    - September 2026 Financials| ***See Attachment*** |**Approve**

- **CLOSED SESSION ☑ Discussion ☑ Possible Action**
    - Search Committee Update

- **FUTURE AGENDA ITEMS ☑ Discussion**

- **NEXT MEETING ☑ Discussion**
  - Tentative: Thursday, December 10, 2026 at 1:00 PM

- **ADJOURN**