



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Tuesday, December 10, 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 3 columns: BOARD MEMBER, ATTENDANCE STATUS, and 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

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 [checked] Discussion [checked] 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 11/12/2019 Meeting | See Attachment
• September/October 2019 Financials | See Attachment

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

(NEXT MEETING: 01/8/2020 at 10:30 AM)

- Committee Chair Report
• Media Matters Worldwide
o MMWW Revised Payment Schedule | See Attachment
o MMWW Executive Summary for November | See Attachment

- Crab Feast
 - Landing page link | ilovecrab.visitmendocino.com | **See Attachment**
 - Crab Feast landing page analytics | **See Attachment**
- Video's rough cuts link | <https://spaces.hightail.com/receive/xvDRbHY9kk/ZG91Z3dlcmJ5QG1hYy5jb20=> | **See Attachment**

7. FESTIVAL COMMITTEE UPDATE Discussion

(NEXT MEETING: 01/8/2020 at 10:30 AM)

- Committee Chair Report
- Destinations International CDME Course | Certified Tourism Ambassador
- Presentation on Certified Travel Associates Program (CTA)
- Hotel Adoption Program (HAP)

8. PERSONNEL COMMITTEE UPDATE Discussion Action Item

(NEXT MEETING: TBD)

- No report

9. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: 12/25/2019 at 11:00 AM)

- Committee Chair Report

10. VISITOR SERVICES COMMITTEE UPDATE Discussion

(NEXT MEETING: 02/20/2020 at 3:00 PM)

- No report

11. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

(NEXT MEETING: 01/08/2020 at 12:00 PM)

- No report

12. EXECUTIVE DIRECTOR REPORT Discussion

- General Update

13. FUTURE AGENDA ITEMS Discussion Action Item

- TheorySF Spring Survey

14. NEXT MEETING

- Board Retreat, January 14, 2019 at the Lodge at Glendevon, Little River CA **(SET)**

15. ADJOURN