



MENDOCINO COUNTY TOURISM COMMISSION, INC.

## BOARD OF DIRECTORS AGENDA

DATE: Thursday, December 11, 2025, starting at 2:00 PM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482  
and

Mendocino Coast Healthcare Foundation 130 N Main Street, Fort Bragg, CA 95437

- **CALL TO ORDER**

- **ROLL CALL**

**BOARD MEMBERS**

Brett Schlesinger (BS)  
Cab Boettcher (CB)  
Tawny MacMillan (TM)  
Kasie Gray (KG)  
Raakesh Patel (RP)  
Ian Roth (IR)  
Alina Reyes (AR)  
Julie Golden (JG)  
Melodie Hilton (MH)  
Roxanne Perkins (RP)  
OPEN SEAT

**ATTENDANCE**

☐ Present ☐ Absent  
☐ Present ☐ Absent  
☐ Present ☐ Absent  
☐ Present ☐ Absent  
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☐ Present ☐ Absent  
☐ Present ☐ Absent

**TITLE**

**CHAIR** Food & Beverage  
**VICE CHAIR** Large Lodging Operator; Coastal  
**SECRETARY** Regional Promotional; Coastal  
**TREASURER**, Regional Promotional; Inland  
Large Lodging Operator; Inland  
Medium Lodging Operator; Coastal  
Small Lodging Operator  
Winery/Winegrower  
At Large  
Arts Organization/Attractions  
Large, At-Large Lodging Operator

**STAFF/CONTRACTORS:**

Ramon Jimenez (RJ)  
Kathy Janes (KJ)  
Lisa Batson (LB)  
Jamie Peters-Connolly (JC)  
Mckenzie McLain (MM)  
Janis MacDonald (JM)  
Jennifer Seward (JS)

**ATTENDANCE**

☐ Present ☐ Absent  
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☐ Present ☐ Absent  
☐ Present ☐ Absent  
☐ Present ☐ Absent

**TITLE**

Executive Director  
Executive Support Specialist  
Marketing & Sales Manager  
Partner Relations & Communications Manager  
Marketing & Communications Coordinator  
Festival Coordinator  
Development Manager

**INTRODUCTION OF GUESTS:**

**STAFF MEMBERS PRESENT:**

- **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 16, 2025 Meeting Minutes | **See Attachment** | **Approve**

- **ITEMS FOR DISCUSSION** ☒ Discussion ☒ Possible Action

- Public Relations – Discussion
- Board Meeting time change – Discussion

- **MARKETING COMMITTEE UPDATE** ☒ Discussion ☐ Possible Action

- MARKETING CHAIR COMMENTS:
- Festival(s) Update

- Holiday and Winter Promotion
- Whale Festivals
- PR Report | ***See Attachment***
- PR Comparison | ***See Attachment***
- Programmatic Analytics | ***See Attachment***
- Social Media Analytics | ***See Attachment***
- Website Analytics | ***See Attachment***
- Booking Link | ***See Attachment***
- **FINANCE COMMITTEE UPDATE** ☒ Discussion ☒ Possible Action
  - FINANCE CHAIR COMMENTS:
  - October 2025 Financials| ***See Attachment*** | **Approve**
  - Q1 FY 25/26 Collections
  - Annual Audit
- **VISITOR SERVICES UPDATE** ☒ Discussion ☐ Possible Action
  - VISITOR SERVICES CHAIR COMMENTS:
  - Gateway Signage Update
  - Stakeholder Meeting
- **EXECUTIVE DIRECTOR REPORT** ☒ Discussion ☐ Possible Action
  - Marketing District Plan Update
- **FUTURE AGENDA ITEMS** ☒ Discussion
- **NEXT MEETING** ☒ Discussion
  - Tentative: Thursday, February 12, 2025, at 2:00 PM
- **ADJOURN**