



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, December 12, 2024, starting at 2:00 PM

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

Mar Vista Farm and Cottages 35101 Hwy 1, Gualala, CA 95445

CALL TO ORDER

ROLL CALL

BOARD MEMBERS

- Brett Schlesinger (BS)
Cab Boettcher (CB)
Tawny MacMillan (TM)
Kasie Gray (KG)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Raakesh Patel (RP)
Ian Roth (IR)
Alina Reyes (AR)
Julie Golden
OPEN SEAT

ATTENDANCE

- Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent
Present Absent

TITLE

- CHAIR Food & Beverage
VICE CHAIR Large Lodging Operator; Coastal
SECRETARY Regional Promotional; Coastal
TREASURER, Regional Promotional; Inland
At Large
Arts Organization/Attractions
Large Lodging Operator; Inland
Medium Lodging Operator; Coastal
Small Lodging Operator
Winery/Winegrower
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
Present Absent
Present Absent
Present Absent
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 [X] Discussion [X] 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: 10/10/24 | See Attachment | Approve

MARKETING COMMITTEE UPDATE [X] Discussion [X] Possible Action

- MARKETING CHAIR COMMENTS:
Festival(s) Update
Holiday Promotions
PR Report | See Attachment
DogTrekker DogCation Report | 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 2024 Financials | *See Attachment* | **Approve**
  - Audit Scheduled December 16-20, 2024
  
- **VISITOR SERVICES UPDATE**  Discussion  Possible Action
  - VISITOR SERVICES CHAIR COMMENTS:
  - Gateway Signage Project
  - Pet Guide
  - Tear Off Maps
  
- **EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action
  - 2023/2024 Q2 Report | *See Attachment* | **Approve**
  - 2023/2024 Q3 Report | *See Attachment* | **Approve**
  - Marketing District Plan Update
  - Strategic Plan Update
  
- **FUTURE AGENDA ITEMS**  Discussion
  
- **NEXT MEETING**  Discussion
  - Tentative: Thursday, February 13, 2025, at 2:00 PM
  
- **ADJOURN**