



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, December 14, 2023 | START TIME: 2:00 PM

PLACE: Little River Inn – The Abalone Room, 7751 Hwy 1, Little River, CA 95456

and

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

and

ZOOM: <https://us02web.zoom.us/j/89914359861>

• CALL TO ORDER:

• ROLL CALL:

BOARD MEMBERS

- Brett Schlesinger (BS)
- Cab Boettcher (CAB)
- Kasie Gray (KG)
- Makenzie Blaylock (MB)
- Katrina Kessen (KK)
- Elizabeth Cameron (EC)
- Tawny MacMillan (TM)
- Raakesh Patel (RP)
- OPEN SEAT
- OPEN SEAT
- 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
- SECRETARY, Large Lodging Operator; Coastal
- TREASURER, Regional Promotional; Inland Winery/Winegrower
- At Large
- Arts Organization/Attractions
- Regional Promotional; Coastal
- Large Lodging Operator; Inland
- Medium Lodging Operator; Coastal
- Large, At-Large Lodging Operator
- Small 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 Manager
- Partner Relations & Communications Manager
- Marketing & Communications Coordinator
- Festival Coordinator
- Development Manager

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.

• Meeting Minutes: 10/12/23 | **See Attachment** | Approve

• FINANCE COMMITTEE UPDATE  Discussion  Possible Action

• FINANCE CHAIR COMMENTS:

- Financial Statements | **See Attachment(s)** | Approve
  - October 2023

# VISIT MENDOCINO

- Review Cash Flow Spreadsheet
- Brett Schlesinger's signature is required to add Ramon Jimenez to accounts as a signor
- MCTC Audit scheduled for December 12-15
  
- **MARKETING COMMITTEE UPDATE**  Discussion  Possible Action
  - MARKETING CHAIR COMMENTS:
    - Festival(s) Update
    - PR Report
    - Visit California Mixer Update
    - The Cannabis Trail Co-op Campaign with Visit Oakland and Visit Humboldt
    - Programmatic Analytics | *See Attachment*
    - Social Media Analytics | *See Attachment*
    - Website Analytics | *See Attachment*
    - Booking Link | *See Attachment*
  
- **VISITOR SERVICES UPDATE**  Discussion  Possible Action
- VISITOR SERVICES CHAIR COMMENTS:
  - Gateway Sign
  - Visitor Guide and Pet Guide
  
- **EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action
  - BID Conversion Update
  - Strategic Plan
  - Board Elections Results:
    1. Medium Lodging Operator: Ian Roth - Seagull Inn (Mendocino)
    2. Small Lodging Operator: Alina Reyes - Piece of Paradise (Gualala)
  
- **FUTURE AGENDA ITEMS**  Discussion
  
- **NEXT MEETING**  Discussion  Possible Action
  - Tentative: Annual Meeting in February – Date TBD
  
- **ADJOURN**