



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, February 10, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/86281652590>

*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.

• **CALL TO ORDER 2:06 PM**

• **ROLL CALL**

BOARD MEMBER	ATTENDANCE	TITLE
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	CHAIR , Medium Lodging Operator; Coastal
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	VICE CHAIR , Large Lodging Operator; Coastal
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	SECRETARY , Winery/Winegrower
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	TREASURER , Regional Promotional; Inland
Katrina Kessen (KK)	X Present <input type="checkbox"/> Absent	At Large
Elizabeth Cameron (EC)	X Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	<input type="checkbox"/> Present X Absent	Regional Promotional; Coastal
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator
Raakesh Patel (RP)	<input type="checkbox"/> Present X Absent	Large Lodging Operator; Inland
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present X Absent	Food & Beverage
STAFF MEMBER		
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Kathy Janes (KJ)	X Present <input type="checkbox"/> Absent	Administrative Assistant
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing & Sales Manager
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations & Communications Manager
Mckenzie McLain (MM)	X Present <input type="checkbox"/> Absent	Marketing & Communications Coordinator

INTRODUCTION OF GUESTS:

- Maria Maldonado – GUBTA Intern

• **CHAIR'S COMMENTS**

Fiduciary and Due Diligence responsibilities of Board Members

- Pre-review of all materials in Agenda Packet
- Proper use of Motions to advance (or not) discussions/votes on Actionable Items.
- Serious deliberation on whether or not to require a viewing of Actionable Items from the Finance Committee. Any BOD Member may "comment" between the BOD motion/vote that a full viewing of the Actionable Item is required. If no BOD Member requires it, a vote on the Actionable Item will commence without full viewing.

• **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 January 13, 2022 | **See Attachment**

- 1st CD 2nd BB *Motion Carries*
- **FINANCE COMMITTEE UPDATE** Discussion Possible Action
 - FINANCE CHAIR COMMENTS:
 - December 2021 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet
 - 1st BB 2nd CD *Motion Carries*
 - SBMC Checking & Savings Account Signature Card Update Resolution | **See Attachment** | Approve
 - 1st BB 2nd KK *Motion Carries*
 - Financial Audit (Completed), no findings or exceptions | **See Attachment(s)** | Approve
 - 1st KK 2nd CD *Motion Carries*
- **MARKETING & FESTIVAL COMMITTEE UPDATE** Discussion Possible Action
 - FESTIVAL CHAIR COMMENTS: Very excited with new concepts we have to move forward with and excited for new festival committee members. Also very excited to have Janis as the new festival coordinator
 - MARKETING CHAIR COMMENTS:
 - *Request(s) to review committee-relevant Agenda Packet Items not otherwise denoted in this discussion list.*
 - PR Report
 - TS: Koleen currently on a FAM trip through Anderson Valley
 - Kim Westerman from Frobes coming in next week
 - Visit California Germany coming for a Media Trip
 - Key placements: ABC TV, Maxium, NBC LA and Bay Area, San Francisco Chronicle
 - Beer and Sparkling Wine PR releases coming soon
 - Wellness Campaign
 - JC: Wellness in January went very well without any large events; focus was smaller events from a variety of businesses
 - Room to Roam Campaign Launch: TV, Radio & Podcast
 - RJ: TV and radio has helped increase website traffic
 - Podcast releasing February 15th and will be promoted with a consumer email with links
 - Room to Roam Analytics | **See Attachment**
 - Social Media Analytics | **See Attachment**
 - Website Analytics | **See Attachment**
 - Booking Link | **See Attachment**
- **VISITOR SERVICES UPDATE**
 - Visitor & Resident Sentiment Survey(s)
 - JC: Resident Sentiment survey will be completed first, followed by the Visitor Survey
 - 4-6 months to complete; Hoping to have completed before end of July
 - Gateway Sign Project
 - JC: Checking potential locations for new gateway signage. February 28 will be the first drive searching for the best option for a sign coming into the county from highway 128
 - Update Pet Guide
 - JC: Working on updating the pet guide and sent out an email to stakeholders to send updated information to us
- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action
 - Q2 2021-2022 Report | **See Attachment** | Approve
 - 1st BB 2nd CD *Motion Carries*
 - BID Annual Report 2022-2023

- TS: Report is almost complete, next BID meeting tomorrow. Only thing missing is the budget for the upcoming fiscal year
- Agreement for Contractor
 - TS: Contract signed February 1st, which was Janis' start date
- FY 2022-2023 Budget
 - TS: Hoping to have the 1st draft complete this weekend for SC to see before we present to the Finance Committee
- NCTC/NOO Mid-Year Grant Report
 - TS: The report was approved and the \$10,000 check has been sent from VCA to NCTC
- Joining Visit Ukiah Committee
 - TS: officially joining the Board of Directors for GUBTA

- **FUTURE AGENDA ITEMS** ↗ Discussion

- **NEXT MEETING** ↗ Discussion
Tentative: Thursday, March 10, 2022 at 2:00 PM

- **ADJOURN** 3:05 PM by CD