



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, February 13, 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)
Elizabeth Cameron (EC)
Raakesh Patel (RP)
Ian Roth (IR)
Alina Reyes (AR)
Julie Golden
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
Present Absent

TITLE

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

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: 12/12/24 | See Attachment | Approve

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

- MARKETING CHAIR COMMENTS:
Katrina Kessen Letter | See Attachment
Festival(s) Update
Whale Festival
Visit California Outlook Forum

- PR 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:
 - December 2024 Financials | ***See Attachment*** | **Approve**
 - Financial Audit FY 2023-2024 | ***See Attachment*** | **Approve**
- **VISITOR SERVICES UPDATE** Discussion Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Signage Project
 - Pet Guide
 - Tear Off Maps
 - Visitor Center Hubs
- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action
 - 2023/2024 Annual Report | ***See Attachment*** | **Approve**
 - 2024/2025 Q1 Report | ***See Attachment*** | **Approve**
 - Marketing District Plan Update
 - ED Time Off
- **FUTURE AGENDA ITEMS** Discussion
- **NEXT MEETING** Discussion
 - Tentative: Thursday, April 10, 2025, at 2:00 PM
- **ADJOURN**