



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

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

PLACE: ZOOM: <https://us02web.zoom.us/j/87427108449>

*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 2:04 PM**

• **ROLL CALL**

BOARD MEMBERS

Scott Connolly (SC)

Cally Dym (CD)

Bernadette Byrne (BB)

Kasie Gray (KG)

Katrina Kessen (KK)

Elizabeth Cameron (EC)

Sharon Davis (SD)

OPEN SEAT

Raakesh Patel (RP)

OPEN SEAT

Brett Schlesinger (BS)

ATTENDANCE

X Present Absent

X Present Absent

X Present Absent

2:06PM X Present Absent

X Present Absent

Present X Absent

Present X Absent

Present Absent

Present X Absent

Present Absent

X Present Absent

TITLE

CHAIR, Medium Lodging Operator; Coastal

VICE CHAIR, Large Lodging Operator; Coastal

SECRETARY, Winery/Winegrower

TREASURER, Regional Promotional; Inland

At Large

Arts Organization/Attractions

Regional Promotional; Coastal

Large, At-Large Lodging Operator

Large Lodging Operator; Inland

Small Lodging Operator

Food & Beverage

STAFF/CONTRACTORS:

Travis Scott (TS)

Kathy Janes (KJ)

Ramon Jimenez (RJ)

Jamie Peters-Connolly (JC)

Mckenzie McLain (MM)

Janis MacDonald (JM)

ATTENDANCE

X Present Absent

X Present Absent

X Present Absent

Present X Absent

Present X Absent

X Present Absent

TITLE

Executive Director

Administrative Assistant

Marketing & Sales Manager

Partner Relations & Communications Manager

Marketing & Communications Coordinator

Festival Coordinator

INTRODUCTION OF GUESTS:

- COURTNEY DEGRAFF – ANDESON VALLEY WINEGROWERS ASSOCIATION

• **CHAIR'S COMMENTS:**

• **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.



- SC: Concert at The Andiron in April. Contact me for more information.

• **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 February 10, 2022 | **See Attachment**
- 1st BB 2nd CD Motion Carries

- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action
 - FINANCE CHAIR COMMENTS:
 - January 2022 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet
 - 1st CD 2nd BB *Motion Carries*
 - DRAFT 2022-2023 Budget | **See Attachment** | Approve
 - 1st CD 2nd BB *Motion Carries*
 - Move to approve January 2022 financials and proposed 2022-2023 budget
 - 1st CD 2nd BB *Motion Carries*

- **FESTIVAL & MARKETING COMMITTEE UPDATE**  Discussion  Possible Action
 - FESTIVAL CHAIR COMMENTS:
 - Fall Harvest Feast coming together with an anchor event inland including a press evening, grand tasting and evening dinner
 - MARKETING CHAIR COMMENTS:
 - PR Report
 - TS: 78 total placements in January and February
 - 2 press releases: Winter means Wellness in January, Hot sheet sent out in February
 - Hosted Kim Westerman (Forbes), Michael Schoeck, and are working on 3 new FAMs
 - FEAST Dates:
 - Harvest: 11/4 – 11/13
 - Crab & Seafood: 1/27 – 2/5 (awaiting confirm from MCC/Tawny)
 - Approved Q4 Proposals:
 - RoGo Pro – 9 additional podcasts | **See Attachment**
 - Audacy Radio | **See Attachment**
 - KCRA Sac Valley TV | **See Attachment**
 - ABC Bay Area TV | **See Attachment**
 - Room to Roam Analytics | **See Attachment**
 - Social Media Analytics | **See Attachment**
 - Website Analytics | **See Attachment**
 - Booking Link | **See Attachment**

- **VISITOR SERVICES UPDATE**
 - VISITOR SERVICES CHAIR COMMENTS:
 - Visitor & Resident Sentiment Survey(s)
 - TS: Waiting for revisions so we can deploy the survey
 - Gateway Sign Project
 - TS: JC are looking at possible locations for new gateway signs
 - Approved Proposals:
 - CORO Mendocino Partnership

- **EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action
 - BID Annual Report 2022-2023 | **See Attachment**
 - No recommendations to MCTC
 - Any return recommendations from MCTC to BID
 - FY 2022-2023 Budget
 - Bylaws updated and posted on MCTC.org

- Signature Cards submitted to SBMC
- MCC Crab Dinners
 - TS: Attended 2 of the 3 dinners and they were fantastic. Great support as always.
- Outlook Forum
 - TS: Staff attended and was very informative
- Leave No Trace – Mendocino, Marin & Sonoma Counties/MAPA
 - TS: Meeting with other counties regarding this initiative tomorrow

- **FUTURE AGENDA ITEMS** ↗ Discussion

- **NEXT MEETING** ↗ Discussion

Tentative: Thursday, April 14, 2022 at 2:00 PM

- **ADJOURN** 2:37 PM by KG