

#### MENDOCINO COUNTY TOURISM COMMISSION, INC.

# **BOARD OF DIRECTORS AGENDA**

DATE: Tuesday, March 12, 2019 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg CA 95437 \*CALL-IN LOCATIONS: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482.

### CONFERENCE CALL NUMBER: (605) 562-0400 / CODE: 443-8581#

\*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.

### I. CALL TO ORDER

#### II. ROLL CALL

Α.	<b>BOARD MEMBER</b> John Kuhry (JK) Cally Dym (CD) Jennifer Seward (JS) Bernadette Byrne (BB) Sharon Davis (SD)	ATTENDANCE    Present   Present   Present   Present   Present   Present   Present	STATUS Absent Absent Absent Absent Absent	TITLE Chair   At Large Member Vice Chair   Coastal Large Lodging Operator Treasurer   Arts Organization/Attractions Secretary   Winery/Winegrower Mendocino Coast Chamber of Commerce/
	Jitu Ishwar (JI) Jan Rodriguez (JR) Martha Barra (MB) Jay Epstein (JE) Maegen Loring (ML) Scott Connolly (SC)	PresentPresentPresentPresentPresentPresentPresentPresent	Absent Absent Absent Absent Absent Absent	Coastal Regional Promotional Organizational Member Inland Large Lodging Operator Inland Large Lodging Operator Coastal Small Lodging Operator Greater Ukiah Chamber of Commerce Food & Beverage Coastal Medium Lodging Operator
В.	<b>STAFF MEMBER</b> Travis Scott (TS) Alison de Grassi (ADG) Richard Strom (RS) Katrina Kessen (KK)	ATTENDANCE	STATUS Absent Absent Absent Absent Absent	<b>TITLE</b> Executive Director Director of Marketing and Media Director of Tourism Stakeholder and Partner Relations Manager

Administrative Services Manager

Contractor/Accountant

### C. INTRODUCTION OF GUESTS

Emily Saengarun (ES)

Daphne Haney (DH)

#### **III. CHAIR'S COMMENTS**

#### **IV. 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.

Absent Absent

Martha Barra/John Kuhry - ABC: Agriculture and Business Coalition

### V. CONSENT AGENDA ITEMS $\mathbf{J}$ Discussion

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.

a. REVIEW/APPROVE Minutes 2/19/2019 Meeting **Z** Possible Action

Present

Present

b. REVIEW/APPROVE MCTC January 2019 Financials 🗹 Possible Action

### VI. EXECUTIVE DIRECTOR REPORT 🗹 Discussion

a. BID Advisory Board Update

- b. Watch for Quarterly Report and respond with feedback.
- c. Ukiah Office Grand Opening/Art Walk April 5<sup>th</sup>

# VII. MARKETING COMMITTEE UPDATE 🗾 Discussion

- a. Marketing Committee Report
- b. 2019/20 Preliminary Digital Marketing Plan
- c. Agriculture Marketing (MCPA) Presented by Cally Dym  $\mathbf{Z}$  Possible Action
  - Funding of MCPA Possible VMC Augmentation

# VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

Nothing at this time

# IX. FINANCE COMMITTEE UPDATE 🗾 Discussion

a. Finance Committee Reportable Items

## X. PERSONNEL COMMITTEE UPDATE

- a. Updated Electronics, Social Media and Data Policy (Including current version, from page 46 in the Employee Handbook)
- b. Updated Credit Card Use Policy

# XI. FESTIVAL COMMITTEE UPDATE $\mathbf{I}$ Discussion

- a. Stakeholder Training Schedule and Report
- b. Taste Mendocino Updates
- c. Whale Festival Updates
- d. Starting Thinking Mushroom FEAST Events!

# XII. VISITOR SERVICES COMMITTEE UPDATE 🗹 Discussion

a. Application for the CA State Fair in Process

# XIII. FUTURE AGENDA ITEMS 🗾 Discussion

### **XIV. NEXT MEETING**

TENTATIVE: Tuesday, April 9, 2019 at 1:00 PM LOCATION: 105 W. Clay St, Ukiah CA & 345 N. Franklin Street, Fort Bragg CA & Call in: 1055 N. State Street Ukiah, CA

### **XV. ADJOURN**