



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, April 10, 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	ATTENDANCE	TITLE
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	CHAIR Food & Beverage
Cab Boettcher (CB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	VICE CHAIR Large Lodging Operator; Coastal
Tawny MacMillan (TM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	SECRETARY Regional Promotional; Coastal
Kasie Gray (KG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	TREASURER , Regional Promotional; Inland
Elizabeth Cameron (EC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Raakesh Patel (RP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Ian Roth (IR)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Medium Lodging Operator; Coastal
Alina Reyes (AR)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Julie Golden	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Winery/Winegrower
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	At Large

STAFF/CONTRACTORS:	ATTENDANCE	TITLE
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Support Specialist
Lisa Batson (LB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Sales Manager
Jamie Peters-Connolly (JC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Partner Relations & Communications Manager
Mckenzie McLain (MM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Communications Coordinator
Janis MacDonald (JM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Festival Coordinator
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	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** ☒ 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: 2/13/25 | **See Attachment** | **Approve**

- **MARKETING COMMITTEE UPDATE** ☒ Discussion ☒ Possible Action

- MARKETING CHAIR COMMENTS:

- Festival(s) Update
- Harvest Mendocino
- Holiday Promotion
- Seafood & Sips

- Visit California Outlook Forum
- Transportation (Airports)
- Travel & Adventure Show
- 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:
 - February 2025 Financials | ***See Attachment*** | **Approve**
- **VISITOR SERVICES UPDATE** ☒ Discussion ☐ Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Signage Update | ***See Attachment*** | **Approve**
 - Tear Off Maps
 - Surf Market New Print Collateral Hub
 - Stakeholder Meetings
- **EXECUTIVE DIRECTOR REPORT** ☒ Discussion ☒ Possible Action
 - Marketing District Plan Update
 - Applicant for “At Large” seat
 - ED Off through April 29
- **FUTURE AGENDA ITEMS** ☒ Discussion
- **NEXT MEETING** ☒ Discussion

Tentative: Thursday, June 12, 2025, at 2:00 PM
- **ADJOURN**