



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, April 14, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/83576287035>

*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**

• **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

Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 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

Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent
 Present Absent

TITLE

Executive Director
Administrative Assistant
Marketing & Sales Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator

INTRODUCTION OF GUESTS:

• **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.

• **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 March 10, 2022 | **See Attachment**


- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action
 - FINANCE CHAIR COMMENTS:
 - February 2022 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet

- **FESTIVAL & MARKETING COMMITTEE UPDATE**  Discussion  Possible Action
 - FESTIVAL CHAIR COMMENTS:
 - MARKETING CHAIR COMMENTS:
 - PR Report
 - Beer Trail Update
 - Harvest Festival: 11/4 – 11/13
 - Crab & Seafood Festival: 1/27 – 2/5
 - Festival Names (under committee discussion)
 - Harvest Festival Mendocino
 - Crab, Seafood & Spirits?
 - Cultivar Strategies
 - Podcast Update
 - 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)
 - Gateway Sign Project

- **EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action
 - Vacation 4/11-4/24
 - FINAL BID Annual Report 2022-2023 | **See Attachment**
 - No recommendations to MCTC
 - Presentation to BoS 5/3/22
 - NCTC Sales Trip – Bay Area Travel & Adventure Show May 20, 2022
 - Leave No Trace – Partnership with County of Mendocino, Sonoma & Marin
 - Mendocino County Fair Wine Competition Planning
 - ABC TV – Localish Bay Area - Air Date 4/17 @ 6pm
 - BoD Summer Training/Meeting

- **FUTURE AGENDA ITEMS**  Discussion

- **NEXT MEETING**  Discussion

Tentative: Thursday, May 12, 2022 at 2:00 PM

- **ADJOURN**