



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, April 23, 2026, starting at 1:00 PM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482 and

Little River Inn Abalone Room, 7901 California Highway One, Little River, CA 95456

CALL TO ORDER

ROLL CALL

BOARD MEMBERS

- Kasie Gray (KG)
Tawny MacMillan (TM)
Ian Roth (IR)
Alina Reyes (AR)
Jon Glidewell (JG)
Jitu Ishwar (JI)
Cab Boettcher (CB)
Julie Golden (JG)
Melodie Hilton (MH)
Roxanne Perkins (RP)
OPEN SEAT

ATTENDANCE

- [] Present [] Absent
[] Present [] Absent
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TITLE

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

STAFF/CONTRACTORS:

- Scott Schneider (SS)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Kathy Janes (KJ)

ATTENDANCE

- [] Present [] Absent
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TITLE

- Interim Executive Director
Director of Operations
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Executive Support Specialist

INTRODUCTION OF GUESTS:

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.

- March 19, 2026 Meeting Minutes | See Attachment | Approve

ADVISORY BOARD ANNUAL REPORT [] Discussion [] Possible Action

- Report Overview
o Recommendations from Advisory Board to MCTC
o Recommendations from Advisory Board to County
Next Steps

EXECUTIVE DIRECTOR REPORT [] Discussion [] Possible Action

- General Update
- Business Improvement District Update
- TOT and BID Collections | ***See Attachment***
- AB 2578 Letter of Support – Promoting Outdoor Recreation
- **MARKETING COMMITTEE UPDATE** Discussion Possible Action
 - MARKETING CHAIR COMMENTS:
 - Festival(s) Update
 - Whale Festivals
 - PR Report | ***See Attachment***
 - PR Comparison | ***See Attachment***
 - Online Marketing 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 2026 Financials | ***See Attachment*** | **Approve**
- **VISITOR SERVICES UPDATE** Discussion Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Signage Update
- **CLOSED SESSION** Discussion Possible Action
- **FUTURE AGENDA ITEMS** Discussion
- **NEXT MEETING** Discussion
 - Tentative: Thursday, May 21, 2026 at 1:00 PM
- **ADJOURN**