



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, April 9, 2019 TIME: 1:00 PM

PLACE: County of Mendocino Planning and Building Department 860 Bush Street, Ukiah CA 95482 and County of Mendocino Planning and Building Department 120 West Fir Street, Fort Bragg, CA 95437

***CALL-IN LOCATIONS: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482.**

CONFERENCE CALL NUMBER: 605-475-4000, access code 314482#

*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

A. BOARD MEMBER	ATTENDANCE STATUS		TITLE
John Kuhry (JKL)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair At Large Member
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair Coastal Large Lodging Operator
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Treasurer Arts Organization/Attractions (Official call in location)
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary Winery/Winegrower
Sharon Davis (SD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator (Unofficial call in location/vote = absent)
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Martha Barra (MB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium Lodging Operator
B. STAFF MEMBER			
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager (By phone)
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant

C. INTRODUCTION OF GUESTS

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.

V. 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.

- a. REVIEW/APPROVE Minutes 3/12/2019 Meeting
- b. REVIEW/APPROVE MCTC February 2019 Financials

VI. EXECUTIVE DIRECTOR REPORT Discussion

- a. BID Advisory Board Draft Report (Approved)
- b. Point Arena Resolution
- c. DMA West Tech Summit

- d. Anderson Valley Wine Pinot Fest
- e. Quarterly Report Start 4/10/2019

VII. MARKETING COMMITTEE UPDATE  Discussion

- a. Media Matter World Wide Stats
- b. 2019/20 Marketing Plan Begins Now
- c. Mendocino Winegrowers Inc. Labeling Proposal – presented by Bernadette Byrns

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

Nothing at this time

IX. FINANCE COMMITTEE UPDATE  Discussion

- a. Finance Committee Reportable Items

X. PERSONNEL COMMITTEE UPDATE

Nothing at this time

XI. FESTIVAL COMMITTEE UPDATE  Discussion

- a. Ukiah Grand Opening Feedback | Friday, April 4, 2019 from 5-8 PM
- b. Mushroom Feast Update
- c. Hotel Adoption Program (HAP) Review
- d. Stakeholder Trainings/Meetings
 - i. Inland | April 2, 4-6 PM at the Travelodge, Ukiah | Review
 - ii. Coast | In Partnership with the Coast Chamber of Commerce | April 30, 4-6 PM
- e. Networking Opps | mendocinotourism.org/opp/
- f. Taste Mendocino Updates | Fort Collins SF | Saturday, April 27, 2019 from 1-4 PM | tastemendo.com/

XII. VISITOR SERVICES COMMITTEE UPDATE  Discussion

- a. Visitor Services Committee Reportable Items

XIII. FUTURE AGENDA ITEMS  Discussion

XIV. NEXT MEETING

TENTATIVE: Tuesday, May 14, 2019 at 1:00 PM

LOCATION: 105 West Clay St, Ukiah CA 95482 & 345 North Franklin Street, Fort Bragg CA

XV. ADJOURN