



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, May 21, 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
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
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☐ Present ☐ Absent

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 Spears (MS)
Janis MacDonald (JM)
Kathy Janes (KJ)

ATTENDANCE

☐ Present ☐ Absent
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☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent

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.

- April 23, 2026 Meeting Minutes | **See Attachment** | **Approve**

- **EXECUTIVE DIRECTOR REPORT** ☒ Discussion ☒ Possible Action

- General Update
- Business Improvement District Update
- BOS Annual BID Renewal Update

- **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***
- Draft FY 26/27 Marketing Plan | ***See Attachment*** | **Approve**
- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action
 - FINANCE CHAIR COMMENTS:
 - March 2026 Financials | ***See Attachment*** | **Approve**
 - Draft FY 26/27 Budget | **Approve**
- **CLOSED SESSION**  Discussion  Possible Action
 - Executive Director Search Parameters
- **FUTURE AGENDA ITEMS**  Discussion
- **NEXT MEETING**  Discussion
 - Tentative: Thursday, June 11, 2026 at 1:00 PM
- **ADJOURN**