



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA**

DATE: Tuesday, July 9, 2019 TIME: 1:00 PM-3:00 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 (JK)	<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
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
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	ATTENDANCE STATUS		TITLE
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
Kathy Janes (KJ)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Assistant
Ramon Jimenez (RJ)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Daphne Haney (DH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

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 Action Items

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 6/11/2019 Meeting | *See Attachment*
- b. REVIEW/APPROVE April 2019 Financials | *See Attachment*
- c. REVIEW/APPROVE May 2019 Financials | *See Attachment*

VI. Presentations: Partner Funded Organizations

- Visit Ukiah | Deputy City Manager, Shannon Riley
- Arts Council of Mendocino County | Executive Director, Alyssum Wier
- Mendocino Coast Chamber of Commerce & Visitor Center | CEO, Sharon Davis
- Mendocino Winegrowers Inc. | Executive Director, Bernadette Byrne
- Anderson Valley Winegrowers Association | Executive Director, Courtney DeGraff
- Willits Chamber of Commerce | Executive Director, Ron Moorhead

VII. EXECUTIVE DIRECTOR REPORT Discussion

- a. Mendocino County 2019/2020 Contract | *See Attachment*
- b. California Cannabis Tourism Association (CCTA) | The New "Green" Tourism | 7/18/2019

VIII. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: WEDNESDAY, 7/31/2019 AT 11:00 AM)

- a. Committee Chair Report

IX. MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: WEDNESDAY, 8/7/2019 AT 11:00 AM)

- a. Committee Chair Report
- b. Marketing & PR | Update | *See Attachment*

X. FESTIVAL COMMITTEE UPDATE Discussion

(NEXT MEETING: WEDNESDAY, 8/7/2019 AT 10:00 AM)

- a. Committee Chair Report
- b. Mushroom Feast | Anchor Events | Both Weekends | Call for events
- c. Hotel Adoption Program (HAP) Review

XI. VISITOR SERVICES COMMITTEE UPDATE Discussion

(NEXT MEETING: THURSDAY, 8/22/2019 AT 3:00 PM)

- a. Committee Chair Report
- b. Wedding Survey | Update

XII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

(NEXT MEETING: TBD)

- a. No report at this time | Set Meeting Date in August

NOTE: CLOSED SESSION

XIII. PERSONNEL COMMITTEE UPDATE Discussion Action Item

(NEXT MEETING: TBD)

- a. ED Review | Compensation
- b. Report Out

XIV. FUTURE AGENDA ITEMS Discussion

- ~~Discussion on possible Agriculture Grants~~ TABLED

XV. NEXT MEETING

TENTATIVE: Tuesday, August 13, 2019 at 1:00 PM LOCATION: TBD

XVI. ADJOURN