



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

**DATE: Tuesday, August 13, 2019 TIME: 1:00 PM**

**PLACE: 105 West Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg, CA 95437**

**\*CALL-IN LOCATIONS: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482 | 101 Gregory Lane, Willits CA 95470**

**CONFERENCE CALL NUMBER: 605-562-0400, access code 443 8581#**

\*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**

<b>A. BOARD MEMBER</b>	<b>ATTENDANCE STATUS</b>		<b>TITLE</b>
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>B. STAFF MEMBER</b>	<b>ATTENDANCE STATUS</b>		<b>TITLE</b>
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 7/9/2019 Meeting | *See Attachment*
- b. REVIEW/APPROVE June 2019 Financials | Preliminaries | *See Attachment*

**NOTE: CLOSED SESSION 1:15 PM**

**VI. PERSONNEL COMMITTEE UPDATE**  Discussion  Action Item

(NEXT MEETING: TBD)

- a. Report Out

**NOTE: REOPEN TO PUBLIC**

**VII. EXECUTIVE DIRECTOR REPORT**  Discussion

- a. VMC Quarterly Report | April 2019 – June 2019
- b. VMC Community Collaborations and Participation | July 2019 | *See Attachment*
- c. General Reporting

**VIII. FINANCE COMMITTEE UPDATE**  Discussion

(NEXT MEETING: WEDNESDAY, 8/28/2019 AT 11:00 AM)

- a. Committee Chair Report

**IX. MARKETING COMMITTEE UPDATE**  Discussion

(NEXT MEETING: WEDNESDAY, 9/4/2019 AT 11:00 AM)

- a. No report at this time
- b. Media Matters Worldwide Campaign Synopsis | *See Attachment*
- c. Media Matters Worldwide Media Plan 2019-2020 | *See Attachment*
- d. Happyland Players Guide | *See Attachment*
- e. PR 2018-2019 Wrap-up Report | *See Attachment*
- f. VMC Impact Report | July 2019 | *See Attachment*
- g. PR Hits Inland and Coastal | *See Attachment*

**X. FESTIVAL COMMITTEE UPDATE**  Discussion

(NEXT MEETING: WEDNESDAY, 9/4/2019 AT 10:00 AM)

- a. Committee Chair Report
- b. Mushroom Feast | Brochure
- c. Stakeholder Engagement | Educational Piece | *See Attachment*
- d. Hotel Adoption Program (HAP)
- e. Event Space Advertising Info Request

**XI. VISITOR SERVICES COMMITTEE UPDATE**  Discussion

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

- a. No report at this time
- b. Wedding Survey | Results

**XII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**  Discussion

(NEXT MEETING: TBD)

- a. No report at this time

**XIII. FUTURE AGENDA ITEMS**  Discussion

- ~~Discussion on possible Agriculture Grants~~ TABLED

**XIV. NEXT MEETING**

TENTATIVE: Tuesday, September 10, 2019 at 1:00 PM | LOCATION: TBD

**XV. ADJOURN**