



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, August 14, 2025, starting at 2:00 PM

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

Mendocino Coast Healthcare Foundation 130 N Main Street, Fort Bragg, CA 95437

- **CALL TO ORDER**

- **ROLL CALL**

BOARD MEMBERS

Brett Schlesinger (BS)
Cab Boettcher (CB)
Tawny MacMillan (TM)
Kasie Gray (KG)
Raakesh Patel (RP)
Ian Roth (IR)
Alina Reyes (AR)
Julie Golden (JG)
Melodie Hilton (MH)
OPEN SEAT
OPEN SEAT

ATTENDANCE

☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
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TITLE

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

STAFF/CONTRACTORS:

Ramon Jimenez (RJ)
Kathy Janes (KJ)
Lisa Batson (LB)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)

ATTENDANCE

☐ Present ☐ Absent
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TITLE

Executive Director
Executive Support Specialist
Marketing & Sales Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Development Manager

INTRODUCTION OF GUESTS:

STAFF MEMBERS PRESENT:

- **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.

- None

- **MARKETING COMMITTEE UPDATE** ☒ Discussion ☐ Possible Action

- MARKETING CHAIR COMMENTS:
- Festival(s) Update
- Crab Cake Cook-off Weekend
- PR Report | **See Attachment**
- Marketing Action Plan Update | **See Attachment**

- Email Campaigns
 - Website Layout Changes
 - SEO, Listicles, Itineraries
 - Influencers/Content Creators
 - Social Media
- Giveaway Update
- Holiday and Winter Promotions
- 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:
 - June 2025 Financials | ***See Attachment*** | **Approve**
- **VISITOR SERVICES UPDATE** ☒ Discussion ☐ Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Signage Update
 - Tear Off Maps
 - Harvest Festival Brochure
 - Tourism Matters | ***See Attachment***
- **EXECUTIVE DIRECTOR REPORT** ☒ Discussion ☒ Possible Action
 - Elizabeth Cameron Resignation | ***See Attachment***
 - Board Recruitment
 - Marketing District Plan Update
 - Civitas Services
 - Large Lodging List | ***See Attachment***
 - BID Renewed for FY 25/26
- **FUTURE AGENDA ITEMS** ☒ Discussion
- **NEXT MEETING** ☒ Discussion
 - Tentative: Thursday, October 16, 2025, at 2:00 PM (**3rd Thursday of the Month due to conflict with Caltravel Summit**)
- **ADJOURN**