



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, March 16, 2023, starting at 2:00 PM

PLACE, ZOOM: <https://us02web.zoom.us/j/85686604840>

• CALL TO ORDER 2:03 PM

• ROLL CALL

BOARD MEMBERS

Scott Connolly (SC)
Brett Schlesinger (BS)
Cab Boettcher (CAB) 2:06 PM
Kasie Gray (KG)
Makenzie Blaylock (MB)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Tawny MacMillan (TM)
Raakesh Patel (RP)
OPEN SEAT
OPEN SEAT

ATTENDANCE

X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
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X Present [ ] Absent
[ ] Present X Absent
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TITLE

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

STAFF/CONTRACTORS:

Travis Scott (TRS)
Kathy Janes (KJ)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)

ATTENDANCE

X Present [ ] Absent
X Present [ ] Absent
[ ] Present X Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
[ ] Present X Absent

TITLE

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

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.

- Meeting Minutes: 2/9/23 | See Attachment | Approve
a. KG 1ST AND KK 2ND Motion Carries

• FINANCE COMMITTEE UPDATE [ ] Discussion [ ] Possible Action

- FINANCE CHAIR COMMENTS: Unable to have meeting on Tuesday, so its happening today.
2/7/23 Meeting Minutes | See Attachment | Approve
• SC 1st and CB 2nd Motion Carries
Financial Statements
• January 2023 | See Attachment | Approve
a. EC 1st and KK 2nd

- TRS: There are 2 accounts that are inaccurate, and we are working with our office to fix it. Pre-paid expense and receivables account should be a positive
- EC: Suggests closing the office for PTO.
- Review Cash Flow Spreadsheet
- Resolution: Update SBMC signors on SBMC Checking & Savings | **See Attachment** | Approve
  - TRS: Time to update and move to the executive team we have now. Travis will print paper copy and share it via snail mail with Scott, then he mails it to Cab, and then an envelope to send it back to Travis so Kasie can sign. Then Travis will take that to the savings bank. Last year you had to go to the Bank, however, you might be able to mail them.
  - SC 1<sup>st</sup> and EC 2<sup>nd</sup> Motion Carries
- Round 2 Budget including 40% of County Match | **See Attachment** | Approve
  - SC 1<sup>st</sup> and CB 2<sup>nd</sup> Motion Carries
- Audit | **See Attachment** | Approve
  - KG 1<sup>st</sup> and EC 2<sup>nd</sup> Motion Carries
- **MARKETING & FESTIVAL COMMITTEE UPDATE**       Discussion  Possible Action
  - FESTIVAL CHAIR COMMENTS:
  - MARKETING CHAIR COMMENTS:
    - Festival(s) Update
      - JM: Almost Fringe April 22 and Crassaun de April. Hoping to make it a joined festival. We also sent out the grant funding information for different events. Has been very popular.
    - Harvest Festival Dates: October 27-November 12, 2023
      - Weekend 1: Mushroom Train, 2: Tidrick, 3: Taste Mendocino
    - PR Report
      - TRS: Seafood & Sips had Matt Kelano and Kelsey Davis, Roberta Gonzales, Noah Leaderman, and we are working on upcoming FAMS Visit CA French Office, GO Gentley, Visit CA UK office. Modern Luxury, 7x7, USA Today, Time out, and MSNBC. We released our Traveling with Tykes PR with Visit CA doing there's at the same time. We are working on Biking PR next. Also working on our second Cannabis PR coming out in May. Also working on upcoming festival season already to peak media interest. Clara Shook has been a photographer at all events to entice media. Stakeholder PR went out last week to report all our good news. LA Media Mission in April and Jamie is going to go represent us. Ko also was just in town to experience all the cool things we have going on.
    - Podcast Idea – Scott Connolly
    - Room to Roam Analytics – *See Attachment*
      - 24,098 clicks
      - \$0.17 CPC
    - Social Media Analytics – *See Attachment*
      - 886,880 impressions
      - 17,195 engagements
    - Website Analytics – *See Attachment*
      - About 4,000 visitors less than in January
    - Booking Link – *See Attachment*
      - 15.8K clicks
      - 1.97M impressions
      - \$0.14 CPC
    - White Wine Weekend 2,040 clicks
      - \$0.47 CPC
      - 268 tickets. 42 were complimentary.
      - 80% were returning visitors; 20% were new visitors to Anderson Valley

**VISITOR SERVICES UPDATE**  Discussion  Possible Action

- VISITOR SERVICES CHAIR COMMENTS:
- Meet & Greet Series
  - JC: Hopland on Tuesday May 16<sup>th</sup> from 3:00 PM – 5:00 PM
- Grant Program Update
- Visit Fort Bragg Updates
  - JC: Joined the group to get closer relationships between Visit Fort Bragg and Visit Mendocino County
- **EXECUTIVE DIRECTOR REPORT** ✓ **Discussion** ✓ **Possible Action**
  - Denver Travel & Adventure Show
    - a. TRS: Didn't make it to the show because of all the delays and cancelled flights. They rolled our dollars to next year's travel and adventure show.
  - NCTC Updates
  - Executive Director Bible
  - BID Updates
    - a. TRS: They did come up with a report at the end of the meeting and there will be one mor emeeting to finalize
  - Visit California's Outlook Forum
    - TRS: Got to learn a lot of new information as a team. Visit CA has taken note of our following because we were able to see in all the breakout session and meetings that we were practicing best standards and we were asked to help support the wine in the family dinner with the Skunk Train as our partner. The agenda thanked us at Visit CA. Caroline Batita is standing fully behind us as an organization. She is willing to come back to meetings and speak to the board of supervisors.
- **FUTURE AGENDA ITEMS** ✓ **Discussion**
- **NEXT MEETING** ✓ **Discussion**
  - Tentative: Thursday, April 13, 2023, at 2:00 PM – **IN PERSON** – **Discussion**
- **ADJOURN BS 1<sup>st</sup> at 3:20 PM**