



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, April 13, 2023, starting at 2:00 PM

PLACE: Visit Mendocino County, 105 W. Clay St. Ukiah, CA 95482 & Harbor Lite Lodge, 120 N. Harbor Dr. Fort Bragg, CA 95437 also on

ZOOM: <https://us02web.zoom.us/j/83664892668>

• CALL TO ORDER - 2 PM

• ROLL CALL

BOARD MEMBERS

Scott Connolly (SC)

Brett Schlesinger (BS) @2:15PM X Present  Absent

Cab Boettcher (CAB) X Present  Absent

Kasie Gray (KG)  Present X Absent

Makenzie Blaylock (MB) X Present  Absent

Katrina Kessen (KK) X Present  Absent

Elizabeth Cameron (EC) X Present  Absent

Tawny MacMillan (TM)  Present X Absent

Raakesh Patel (RP)  Present X Absent

OPEN SEAT  Present  Absent

OPEN SEAT  Present  Absent

ATTENDANCE

X Present  Absent

X Present  Absent

X Present  Absent

Present X Absent

X Present  Absent

X Present  Absent

X Present  Absent

Present X Absent

Present X Absent

Present  Absent

Present  Absent

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) X Present  Absent

Ramon Jimenez (RJ) X Present  Absent

Jamie Peters-Connolly (JC) X Present  Absent

Mckenzie McLain (MM)  Present X Absent

Janis MacDonald (JM) X Present  Absent

Jennifer Seward (JS) X Present  Absent

ATTENDANCE

X Present  Absent

X Present  Absent

X Present  Absent

X Present  Absent

Present X Absent

X Present  Absent

X Present  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.

**SC shared upcoming Glen Phillips Concert, needs RSVPs for attendance; announced cannabis events at The Andiron**

• CONSENT AGENDA ITEMS  Discussion  Possible Action: **MOTION TO APPROVE – CAB; 2<sup>ND</sup> – EC; ALL APPROVED**

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: 3/16/23 | **See Attachment** | Approve

• FINANCE COMMITTEE UPDATE  Discussion  Possible Action: **MOTION TO APPROVE – CAB; 2<sup>ND</sup> – EC**

- FINANCE CHAIR COMMENTS: **PER TS...GOOD FINANCIAL POSITION; STILL ERROR WITH AUDITOR'S JOURNAL ENTRY FOR PREPAID EXPENSES AND RECEIVABLE OTHER – BOTH SHOULD BE POSITIVE. RECEIVABLES OTHER IS BECAUSE OF MONIES DUE VIA NCTC. ITEMS WILL BE FIXED.**

- Financial Statements  
**EC ASKED ABOUT ALL THE RED IN THE LEDGER, TS SAID DUE TO NOT DOING RELEASE THIS YEAR & MONIES NOT BEING SPENT.**
  - February 2023 | **See Attachment** | Approve – **ALL APPROVED.**
- Review Cash Flow Spreadsheet

- **MARKETING & FESTIVAL COMMITTEE UPDATE**  Discussion  Possible Action
  - FESTIVAL CHAIR COMMENTS: **MB – NO MKTG/FEST MTG DUE TO LACK OF QUORUM SINCE LACK OF QUORUM; HOPES EVERYONE WILL MAKE CONCERTED EFFORT TO ATTEND IN-PERSON MEETINGS.**
  - MARKETING CHAIR COMMENTS: **N/A**
    - 3/14/23 Meeting Minutes | **See Attachment** | Approve – **MOTION TO APPROVE – CAB; 2<sup>ND</sup> – SC; ALL APPROVED.**
    - Festival(s) Update – **ALREADY WORKING ON HARVEST MENDOCINO & URCHIN FESTIVAL.**
    - Grant Funding Update (awarded) - **PER JM, WANTS TO ENSURE ALL ON SAME PAGE; JM & MB REVIEWED ALL GRANT FUNDING AWARDS – ALL WERE APPROVED, INCLUDING LARGE EVENTS SINCE PREVIOUS YEARS WERE IMPACTED BY COVID. OUTREACH TO OTHER EVENTS IN WILLITS, UKIAH, LAYTONVILLE; VMC IS COMMITTED TO GIVING FUNDING TO ALL EVENTS ACROSS THE COUNTY. ASKING THAT ALL APPLICANTS GET PAPERWORK IN BY MAY.**
      - Mendo Music Festival \$3000.00
      - Mendo Film Festival \$3000.00
      - Mendo Craft Farmers Auction (Auction & Dinner) \$2000.00
      - PAMA Almost Fringe Festival \$2000.00
      - Larry Spring Museum Poisson d’Avril \$1000.00
      - Ukiah Bridal Fair \$1000.00
        - Total Awarded: \$12,000
    - Grant Funding Approval | **See Attachment** | Approve: **MOTION TO APPROVE FUNDING FOR AIG – MB; 2<sup>ND</sup> – CAB; ALL APPROVED.**
      - Art In the Garden \$3,000
    - PR Report | **See Attachment – PER TS, SEVERAL FAMS: NOAH LEDERMAN, ALICE KABANOFF, GO GENTLY (2 INT’L FAMS) KEY PLACEMENTS IN MEN’S JOURNAL, SFGATE, POINTS GUY, NORTH BAY BIZ JOURNAL, MARIN LIVING, TRAVEL.COM, 7X7; NEXT PRESS RELEASE ALREADY IN WORKS INCLUDING 2<sup>ND</sup> CANNABIS RELEASE. BI-ANNUAL HOT SHEET COMING OUT. 761 HITS, AD EQUIVALENCY OF \$382,258,298. IMPRESSIONS OVER 2.2 BILLION. HAVE PUT OUT 7 RELEASES, 21 FAMS HAVE BEEN COMPLETED (GOAL WAS 18). UPCOMING FAMS: PUNCH MAGAZINE & LA TIMES. FOUR TRADE SHOWS SCHEDULE (2 WAS THE GOAL) – SKUNK TRAIN IS REPPING FOR VMC AT UPCOMING IPW IN TEXAS. KOLI COMMUNICATIONS AND TS HAVE DETERMINED COMMUNICATION PILLARS FOR NEXT FISCAL YEAR. ALL FOCUS IS ON NEW BRANDING. JPC ATTENDING UPCOMING CA MEDIA MISSION IN MAY.**
    - DMA West Tech Summit – **RJ ATTENDED; CONF FOCUSED ON TECHNOLOGY, VMC IS PRACTICING INDUSTRY NORM BUT LOOKING AT INTREGRATING NEW BOOKING STYLE LINK – MORE THAN JUST ANALYTICS. DISCUSSED AI FOR DMO – CHECKING OUT NEW WIDGET.**
    - Room to Roam Analytics | **See Attachment 19K ENGAGEMENTS, 24K CLICKS**
    - Social Media Analytics | **See Attachment 1.4 MILLION IMPRESSIONS, CPC = \$0.23; PINOT FEST AD: 1,644 CLICKS, CPC = \$0.71.**
    - Website Analytics | **See Attachment TRAFFIC DOWN ABOUT 9% YOY IN MARCH (4K DIFFERENCE); UP 21% FEB TO MARCH (7.5K DIFFERENCE)**
    - Booking Link | **See Attachment – 870 SEARCHES, 686 REFERRALS**  
**PER TS, THERE IS A DECREASE YOY – LOOKING TO SEE IS REASON IS DUE TO MARKET BEING STIMULATED WITH MORE ADS. PER RJ, MORE COMPETITION, THERE A PLATEAU ON VISITRATION – THAT SAID, WE’RE ON PAR WITH LAST YEAR.**

**VISITOR SERVICES UPDATE**  Discussion  Possible Action

- VISITOR SERVICES CHAIR COMMENTS: **N/A – SC TALKED ABOUT RESTOCKING KIOSK IN BOONVILLE; JM SAID AV CHAMBER SHOULD FILL; KK SAID THERE IS NO AV CHAMBER. PER EC, HENDY WOODS COULD HELP WITH**

**DISTRIBUTION OF VMC MATERIALS. TS SAID MAYBE IT'S TIME TO GET AN ELECTRONIC KIOSK AT AVBC. SC WILL TAKE BROCHURES TO BAY AREA.**

- Meet & Greet Series – **NEXT MEET AT GREET IS SCHEDULED FOR TUESDAY, MAY 9<sup>TH</sup> AT STOCK FARM, 3 – 5 PM.**
- EXECUTIVE DIRECTOR REPORT **↕** Discussion **↕** Possible Action
  - Annual Report | **See Attachment** | Approve – **TS NOT SEEKING APPROVAL YET AS IT CAME IN LATE.**
  - 2023/2024 BID Annual Report | **See Attachment - BID REPORT FOR REVIEW ONLY. PROPOSED ASSESSEMENT IS 2% LODGING (INCLUDING CAMPGROUNDS); 1% WINERIES; 1% ATTRACTIONS AND LOOKING AT A 5 YEAR BID. STILL NEED INFO FROM AUDITOR/CONTROLLER BEFORE A DETERMINATION CAN BE MADE ON WINERIES/ATTRACTIONS. TS & RJ MET WITH MWI & AVWA – THE TWO WINE ASSOCIATIONS WILL COMPOSE A LETTER TO AUDITOR/CONTROLLER TO ASK FOR NECESSARY DATA. PER MB, GOOD MEETING BETWEEN VMC & WINE ORGS – LOTS OF Q&A – ALL WANT TO SEE DATA IN ORDER TO MAKE INFORMED DECISION. KK ASKED WHAT WAS HOLDING UP DATA; TS SAID NO ONE IS GETTING INFO FROM AUDITOR/CONTROLLER, NO ONE CAN COMPEL HER TO DO HER JOB.**
  - New Strategic Plan Proposal Review | **See Attachment(s)** | Approve – **MOTION TO APPROVE – CAB; 2<sup>ND</sup> – EC. TS SENT RRP FOR NEW 3 YEAR STRATEGIC PLAN; REC'D 4 PROPOSALS – ONE WASN'T EVEN CONSIDERED. THREE OTHERS (LISTED) BELOW WERE IN THE RUNNING, AND THEIR RESPECTIVE PRICING/BUDGETS WERE SIMILAR.**

**RECOMMENDATION IS TO GO WITH SMG/TAG WITH CARL RIBAUDO BECAUSE HE HAS PERFORMED LAST THREE DATA PROJECTS, AND IS INTIMATELY FAMILIAR WITH VMC AND MENDOCINO COUNTY. WHAT STOOD OUT WERE METRICS & MODELS ON HOW TO ACHIEVE OUR GOALS. HAS AN ECONOMIST ON TEAM. WITH ALL OF THE VMC CHANGES, WOULD BE PRUDENT TO USE ALL DATA TO THE BEST OF OUR ABILITY AND CARL CAN DO THAT. IN SECOND PLACE WAS LULISH CREATIVE AGENCY – THEY ARE MORE MARKETING ORIENTED AND NOT AS DATA DRIVEN. CORRAGIO PLAN SUCCESSFUL BUT WE GET PAPER AND NO MODELING OR ECONOMIC DATA, NO STRATEGY, JUST PLACEMAT FORMAT.**

**PER KK, SEEMS GOOD TO SWITCH UP AND LOOKS LIKE WE HAVE 2 DIFFERENT TYPES OF APPROACHES. ASKED TS WHAT VISION WE HAVE FOR VMC SINCE LULISH AND SMG APPROACHES ARE SO DIFFERENT. TS WANTS/NEEDS DATA DRIVEN/DOLLAR DRIVEN DECISION MAKING – SMG PROPOSAL ADDRESSES HOW TO GAIN MARKET SHARE THROUGH A FINANCIAL LENS. TS WANTS TO TIE PREVIOUS WORK FROM CARL BACK INTO STRATEGIC PLAN FOR CONSISTENCY.**

**BS POINTED OUT DIFFERENCE IN OPERATIONS – CARL IS A SINGLE ENTITY WHO WORKS WITH CONTRACTORS; LULISH HAS A MORE ROBUST TEAM – WILL CARL'S LACK OF LARGER TEAM IMPACT TIMELINESS OF DATA? TS DOESN'T BELIEVE CARL WILL HAVE TIMELINE ISSUES.**

**MOTION TO APPROVE CONTRACT WITH SMG – CAB; 2<sup>ND</sup> – SC; ALL APPROVED.**

- a. Corragio Group -
- b. Lulish Creative Agency
- c. SMG/TAG Consulting (Carl Ribuado) –
- d. BID Timeline for Conversion | **See Attachment**
  - a. Working with MWI & AVWA to draft a co-ask letter for winery sales tax data from MC Auditor-Controller, Treasurer-Tax Collector. **SEE ABOVE NOTES.**  
**PER TS, HE HAS TURNED IN NEW SIGNATURE CARD REQUESTS TO SAVINGS BANK**

- FUTURE AGENDA ITEMS **↕** Discussion **NONE MENTIONED.**  
**PER SC, MEETINGS IN GENERAL NOW MUST ADHERE TO BROWN ACT. BOARD AND COMMITTEE MTGS MUST BE IN PERSON. IN BYLAWS, BOARD CAN CHOOSE TO MEET AS OFTEN AS POSSIBLE, MEANING MEETINGS CAN SWITCH TO**

**EVERY OTHER MONTH OR EVEN QUARTERLY – THEY DON'T NEED TO BE MONTHLY. MB LIKES MONTHLY BECAUSE FEELS MORE IN THE LOOP; CAB LIKE QUARTERLY MEETINGS – EASIER FOR SOUTH COAST BOARD MEMBERS. EC SUGGESTED MONTHLY ED REPORT VIA EMAIL WITH THE ABILITY TO CALL MEETINGS SOONER IF NEED ARISES. TS WANTED TO PUT THE INFO ON FREQUENCY OF BOARD MEETINGS SHOULD THE BOARD BE INTERESTED IN CHANGING IT UP. BS THINKS QUARTERLY MEETINGS WOULD BE MORE PURPOSEFUL AND WOULD LIKE TO SEE MONTHLY ED REPORTS. COMPROMISE – EVERY OTHER MONTH?**

**MOTION FOR EVERY OTHER MONTH FOR BOARD MEETINGS – EC; 2<sup>ND</sup> – MB; ALL APPROVE.**

- **NEXT MEETING  Discussion  Possible Action**

Tentative: Thursday, May 11, 2023, at 2:00 PM – **IN PERSON – Discussion – NEXT MEETING IS JUNE 8, 2023 AT 2 PM.**

- **Best Date/Time for BoD Meetings moving forward? SAME DATE/TIME, BUT NOW EVERY OTHER MONTH.**

- **ADJOURN - MOTION TO ADJOURN – CAB AT 3:18 PM**