



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, May 12, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/87530948104>

*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.

• **CALL TO ORDER 2:08 PM**

• **ROLL CALL**

BOARD MEMBERS

Scott Connolly (SC)

Cally Dym (CD)

Bernadette Byrne (BB)

Kasie Gray (KG)

Katrina Kessen (KK)

Elizabeth Cameron (EC) 2:15 PM

Sharon Davis (SD)

OPEN SEAT

Raakesh Patel (RP)

OPEN SEAT

Brett Schlesinger (BS) 2:13 PM

ATTENDANCE

X Present Absent

X Present Absent

Present X Absent

X Present Absent

Present X Absent

X Present Absent

X Present Absent

Present Absent

Present X Absent

Present Absent

X Present Absent

TITLE

CHAIR, Medium Lodging Operator; Coastal

VICE CHAIR, Large Lodging Operator; Coastal

SECRETARY, Winery/Winegrower

TREASURER, Regional Promotional; Inland

At Large

Arts Organization/Attractions

Regional Promotional; Coastal

Large, At-Large Lodging Operator

Large Lodging Operator; Inland

Small Lodging Operator

Food & Beverage

STAFF/CONTRACTORS:

Travis Scott (TS)

Kathy Janes (KJ)

Ramon Jimenez (RJ)

Jamie Peters-Connolly (JC)

Mckenzie McLain (MM)

Janis MacDonald (JM)

ATTENDANCE

X Present Absent

X Present Absent

X Present Absent

X Present Absent

X Present Absent

X Present Absent

TITLE

Executive Director

Administrative Assistant

Marketing & Sales Manager

Partner Relations & Communications Manager

Marketing & Communications Coordinator

Festival Coordinator

INTRODUCTION OF GUESTS:

• **CHAIR'S COMMENTS:**

SC: THANKS TO SEE EVERYONE AND WORKING WITH THEM. WE HAVE LOTS GOING ON THAT WE ENVER THOUGHT WOULD BE POSSIBLE.

• **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 April 14, 2022 | **See Attachment**
KG: 1st SD 2nd motion carries

- **FINANCE COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action

- FINANCE CHAIR COMMENTS:

- March 2022 Financials | **See Attachment** | Approve

- Review Cash Flow Spreadsheet

- TRS: Cally brought up why we have negative net income for the month of march because we spent more than our income was for the month, however, for the year we are up a chunk of money.

CD 1st and SD 2nd motion carries to approve the financial statements

- **FESTIVAL & MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action

- FESTIVAL CHAIR COMMENTS:

CD: Had an enlightening conversation about the use of the county and everyone agreed we don't need to put the word in there. So, we won't be using it.

- MARKETING CHAIR COMMENTS:

- PR Report

TRS: Jamie and Mckenzie have been very busy with final FAMs for the year. Dana Rebmann, Betsy Anders, Kim Lovato, Teresa Rodriguez, and David. Forbes magazine, travel and leisure, MSN, Santa Barbara independent, and the rob report. We are getting out new press releases. We are not sending KO to Columbia. We got PR updates to stakeholders out.

- Marketing Plan 2022/2023 | **See Attachment**

RJ: We presented the marketing plan to committees where it was approved for board approval and if they approve, we will include the ED summary and send it to graphics to get it all laid out for next month's meeting. We wrote the new one based on The Strategic plan and using all the things we have going on.

CD: What Travis does is starts the protest period for the BID so lodging and properties can vote no. Someone has to get 51% negative. If that doesn't happen then we will take it to be approved for the next year.

SD 1st and CD 2nd motion carries BID approved

- Beer Trail Update

JM: Don't have any new updates but it continues through this weekend and so we were able to include beer fest after this weekend, a survey monkey will go out to follow up and see if it was successful.

- Almost Fringe Festival

JC: Very successful with record-breaking days and they were stoked about the promotion we got back from VMC. Super a great event with plenty of success. Also a chance to pass out lots of beer maps.

- Festival Names

- Harvest Festival Mendocino

- Seafood & Sips

- Cultivar Strategies

JC: Moving along with them and they are getting more activities and we have been able to meet and move forward to help us build relationships. We also mapped out cannabis for Roberta Gonzales to visit for an August podcast specific to cannabis

- Rebranding and Website Update

RJ: Brendon was hoping to have a direct recommendation by the middle of this month to help guide us in the brand development and website rebuild. Unfortunately, we heard that they are still a month out as of what we heard this week. Website traffic is up almost 9% from January through April.

- Event marketing support parameters

RJ: We are trying to come up with a matrix of what events we support and the financial market funding portion. We are going to start creating something we will bring back for input using the knowledge Cally and Travis have found.

- Podcast Update

- Room to Roam Analytics | ***See Attachment***
- Social Media Analytics | ***See Attachment***
- Website Analytics | ***See Attachment***
- Booking Link | ***See Attachment***

- **VISITOR SERVICES UPDATE**
 - VISITOR SERVICES CHAIR COMMENTS:
TRS: VMC fits the bill to be a part of the leave no trace project.
 - Visitor & Resident Sentiment Survey(s)
JC: Completed the resident perspective survey. We got 593 respondents and we were expecting 400. Summary observations noticed a good interest in outdoor activities. Interested in tourist-based planning. VMC has a high awareness among residents which means we are also right in the bullseye of the county so we can be a part of a bridge between visitors and residents. Now working on a visitor survey and we are going to start with finding out if people would like to continue eating outdoors.
SC: very pleased that they came up with visitors' standpoint on outdoor dining because of the views.
 - Gateway Sign Project
JC: Two more places to go check on; Hwy 20 and Next Wednesday she is heading to Covelo for looking for sign spots. Also wanted to say on her trip to Gualala and met the only person in the chain of commerce and was very happy about having a sign in Gualala.
 - Highway 128
JC: Mckenzie and Janis have gone through the list and made sure we have updated our listing and once we get that done, we will have a new thing to market.

- **EXECUTIVE DIRECTOR REPORT** ↗ **Discussion** ↗ **Possible Action**
 - FINAL BID Annual Report 2022-2023 | ***See Attachment***
 - Presentation to BoS 5/17/22
 - SD 1st and EC 2nd Motion Carries
 - NCTC Sales Trip – Bay Area Travel & Adventure Show May 20, 2022
 - Mendocino County Fair Wine Competition Planning
 - TRS: Lease has expired on the Ukiah building, and we have decided to lease the entire building and no longer share. So we will no longer need an off-site storage unit. So, we will be at \$2,300 a month and we will eliminate just under \$200. From the storage and currently, we are at \$1,800.00 a month.
 - JM: Lords Land Retreat Meet N Greet was super nice and great to interact 1 on 1
 - JC: Super happy with the turnout and of course having the beautiful property was so nice!

- **FUTURE AGENDA ITEMS** ↗ **Discussion**

- **NEXT MEETING** ↗ **Discussion**

Tentative: Thursday, June 9, 2022, at 2:00 PM

- **ADJOURN CD Motion to adjourn 3:12 PM**