



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, June 8, 2023 | START TIME: 2:00 PM

PLACE: The Andiron Seaside Inn & Cabins Lobby, 6051 N Highway 1, Little River, CA 95456

and

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

and

ZOOM: <https://us02web.zoom.us/j/85761144249>

- **CALL TO ORDER** at 2:17 PM

- **ROLL CALL**

BOARD MEMBERS

Scott Connolly (SC)
 Brett Schlesinger (BS)
 Cab Boettcher (CAB)
 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
 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)
 Ramon Jimenez (RJ)
 Jamie Peters-Connolly (JC)
 Mckenzie McLain (MM)
 Janis MacDonald (JM)
 Jennifer Seward (JS)

ATTENDANCE

X Present Absent
 X Present Absent
 X Present 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.

TRS: VMC wants all meetings to be used by owned equipment. Now that we have moved meetings to every other month, please respond to meeting requests, and from now on we need meetings to happen.

SC: Please keep the meetings going as quickly as possible .

- **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: 4/13/23 | **See Attachment** | Approve
 - a. KG 1st and BS 2nd Motion Carries

- **FINANCE COMMITTEE UPDATE** Discussion Possible Action
 - FINANCE CHAIR COMMENTS:
 - Financial Statements | **See Attachment(s)** | Approve
 - a. MB 1st and BS 2nd Motion Carries
 - March 2023
 - April 2023
 - Review Cash Flow Spreadsheet

- **MARKETING & FESTIVAL COMMITTEE UPDATE** Discussion Possible Action
 - FESTIVAL CHAIR COMMENTS: Thank Janis and VMC team for working on the grant funding and almost reaching our maximum goal!
 - MARKETING CHAIR COMMENTS:
 - Festival(s) Update
 - JM: Just finished the Film Festival, this weekend we will be supporting the Hog Farm Hideaway, and starting work on Harvest Festival
 - Grant Funding
 - JM: We gave something to 16 groups all throughout the county, also updating the verbiage.
 - Mendocino County Arts Organizations' Update (Alyssum)
 - JPC: On April 20 she met with coastal arts associations, with a hyper-focus on Mendocino village. The objective helped them come up with specific needs. What they need, how VMC can help, and how they help themselves. Need funding, marketing, and engagement. Outreach, event development, coast strategies, a strong VMC brand link to the arts, long-term marketing relating to the arts, and engagement to bring live audiences back. VMC can help by measuring brand awareness, surveys, what makes us a special place in a sense of magic, off-season festival development, social media, Tradeshow representation for coastal arts, combining with counties to come up with art stories for northern California, economic impact, use #, and supply content to VMC, looking at ticket buyers using surveys, and funding for arts districts.
 - PR Report
 - JPC: We had Punch magazine, LA Times, ABC News, and Outdoor Magazine, coming up we have, Punch Magazine, and Forbes magazine. Wine enthusiast magazine, Visit CA had a newsletter on us and on uni fest, San Francisco Chronicle is coming up as well.
 - CA Cup Update
 - JPC: Went to a sales event and it was a better year than last year. Touched lots of good international connections.
 - Meet & Greet June 13th in Hopland
 - JM: Tuesday next week we will be poolside at the Thatcher will small bites and wines. Plus giving away floor prizes. These require a lot of time from staff and partners and stakeholders and if the next one is not well attended, we need to talk about whether we still want to do this.
 - Brand Awareness Study Proposal – **See Attachment**
 - RJ: Planning to do an in-person and online survey to get all the information. There will be 2 parts to the study to see what people resonate with in the county and what destinations people want to visit to see us.
 - Approved Marketing Report – **See Attachment**
 - Website/Brand Launch Update
 - Website Preview, Commercials, Advertisements
 - Media Outlets – **See Attachment**
 - Video Podcast/Show
 - Brand Launch Timeline
 - Room to Roam Analytics | **See Attachment**
 - 861K impressions
 - 17.2K clicks
 - \$0.14 CPC

- Social Media Analytics | **See Attachment**
 - 2M impressions
 - 30.7K engagements
 - R2R 27.5K with \$0.22 CPC
 - Pinot Festival 2,011 link clicks \$0.64 CPC
 - Urchin Fest 10,398 link clicks \$0.32 CPC
- Website Analytics | **See Attachment**
 - May 2023 vs May 2022 up 21.71% (63,890 vs 52,494)
 - May vs April is up 55.73% (63,890 vs 41,027)
- Booking Link | **See Attachment**
 - 1,171 searches
 - 1,049 referrals
 - Average 34 referrals per day

VISITOR SERVICES UPDATE Discussion Possible Action

- VISITOR SERVICES CHAIR COMMENTS:
 - Meet & Greet Series
 - Gateway Sign Update
 - JP: Working with Jo to get this moving and got information about the sizes required. As soon as they have specifics, they will update you.
- EXECUTIVE DIRECTOR REPORT Discussion Possible Action
 - Annual Report | **See Attachment** | Approve
 - a. KG 1st and BS 2nd Motion Carries
 - New Strategic Plan Proposal | Approve
 - a. KG 1st and MB 2nd
 - County of Mendocino 23/24 financial support
 - a. TRS: We were approved \$150,000 for the next fiscal year.
 - CalTravel Advocacy Days
 - a. TRS: Ramon and Travis went and got to see the actual legislative work. Very fruitful for the team. Also got to bring up the Brown Act issues.
 - BID Conversion Update | **See Attachment(s)**
 - Timeline
 - a. TRS: Hoping to have the process wrapped up in April.
 - Placemat
 - Staff Reviews
 - TRS: All completed and will be doing that over the next couple of weeks.
 - By-Laws Revision | **See Attachment**
 - Combine Marketing and Festival Committees, along with talking to our attorney the committees are free to work without the Brown Act.
 - ROI Study | **See Attachment**
- FUTURE AGENDA ITEMS Discussion
 - a. By-Laws Revision
- NEXT MEETING Discussion Possible Action

Tentative: Thursday, August 10, 2023, at 2:00 PM – **IN PERSON**
- ADJOURN KG at 3:35 PM