



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, June 09, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/81144996930>

*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 2:09 PM**

- **ROLL CALL**

BOARD MEMBERS

Scott Connolly (SC)
 Cally Dym (CD)
 Bernadette Byrne (BB) left
 Kasie Gray (KG)
 Katrina Kessen (KK)
 Elizabeth Cameron (EC)
 Sharon Davis (SD)
 OPEN SEAT
 Raakesh Patel (RP)
 OPEN SEAT
 Brett Schlesinger (BS) 2:27 PM

ATTENDANCE

X Present Absent
 Present X Absent
 X Present Absent
 X Present Absent
 X Present Absent
 Present X 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:

Carson Lambeth - Civitas

- **CHAIR'S COMMENTS:** SC: Happy to be seeing everything moving forward

- **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: We will be discussing a BID change concerned about not having much lodging input, also wants Jamie to talk about Meet N Greet at RIVINO Winery for any visitor-facing partners. Gives everyone a chance to network amongst us and each other.

- **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 May 12, 2022 | **See Attachment**
 - SD 1st and BB 2nd Motion Carries

- **FINANCE COMMITTEE UPDATE** ✓ **Discussion** ✓ **Possible Action**
 - FINANCE CHAIR COMMENTS:
 - Presentation: Civitas Advisors: Carson Lambeth – BID increase to 2% and possible ordinance change | **See Attachment(s)** | Discussion
 - TRS: AT the hearing this year to renew our contract we found that supervisors no longer want to support the match on our assessment, so I have been working to come up with solutions. On Tuesday it came up again and so I have been trying to make us self-sufficient with the idea that we can increase BID from 1% to 2% so we wouldn't need to. Lean on the county with our match so we can change from the 89 to the 94 laws. So, he brought on Carson.
 - CL: We can keep act 89 to increase the assessment rate or we can convert to the 94-act district while increasing at the same time. Hoping to walk everyone through why you should convert or not. Not many 89 acts anymore they have converted numerous businesses to do so, and we can go up to 10 years for renewal. So, we only will have a 30-day period every 5-10 years for someone to object. Plan 1 would be 6,000 a month for 3 months. Unless we must make a trip or be at any meetings. Should only take 3 months. Plan 2 would work with us and lodging providers to be steering committee, but they would help put everything together for a management plan. Once the plan is approved, we move into petition drive but once we get over 50% involved, they would initiate that meeting. And then would walk us through the hearing process. Plan two would take 8 months and it is still 6,000 a month plus 2 trips to Mendocino.
 - TRS: What are the average total collections
 - CL: around 15 and across the US they've done studies and it's almost 15 and a half.
 - TRS: Of improvement districts what is the average assessment that's out there is 2% out of the ballpark?
 - CL: the average is 2% in California
 - SD: Do we have money budgeted for this? There is a big difference between the 2 proposals.
 - TRS: The finance committee is willing to make it happen
 - SC: Good idea to do a 5-year plan? Not to try year by year
 - TRS: We as a business are in a good place to go for the 5-year plan
 - KK: Is there an out if this is not working?
 - TRS: No, they are locked in but with any county contract it is only yearly is the county can pull the contract and the district will fold and that is the out.
 - April 2022 Financials | **See Attachment** | Approve
 - SD 1st and KK 2nd Motion Carries
 - Review Cash Flow Spreadsheet

- **FESTIVAL & MARKETING COMMITTEE UPDATE** ✓ **Discussion** ✓ **Possible Action**
 - FESTIVAL CHAIR COMMENTS:
 - MARKETING CHAIR COMMENTS:
 - PR Report
 - TRS: We had Dana Rebmann Freelance, J'nai Gaither with Wine Enthusiast, and Betsy Andrews with Freelance. We will have two more media guests planned out for this year so far. Key placements for the month were WSJ, Travel & Leisure, Thrillist, SF Chronicle, Los Angeles Times, and Women's Day.
 - Mendocino Harvest Festival
 - JM: Continues the outreach to create an exciting program for the harvest festival and get out the word that people will hear again about seafood and sips. Hoping to be done with everything by the middle of July at the Latest. Taste Mendocino will be held at Barra and the Coastal event will be at Glenblare Events platform.
 - Seafood & Sips Festival
 - JM: No feedback heard yet from anyone outreach will begin soon.
 - Cultivar Strategies

- JC: They are beginning to get everything to KO and have been tasked now for getting us a hit list for our luxury cannabis tourism. Everything is lined up in the hopper of the upcoming steps. Once we have this all off our plate, we will see what the next session holds and how we work with Cultivar moving forward. Very close to where we want to be with them. Earlier this week the first cannabis e last went out and we had a great response. With cultivar, today one of the major things is they finally put together a good hit list for luxury cannabis travel and that will hit the media mid-July. We also talked about the fact that cultivar will have a booth at the fair and we are going to be sponsoring a booth and ask cannabis stakeholders of businesses to be at the booth.
- Podcast Update
 - Podcast views range from 800 to 10,000
- Room to Roam Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
 - CPC Google .20 cents FB/IG .33 cents
- Website Analytics – *See Attachment*
 - Website traffic up 6.63% compared to last year
 - Up 12% from April
 - This is with routing traffic to event host websites instead of ours
- Booking Link – *See Attachment*
 - Almost 2,000 book direct searches (1,618 in April VS 1,979)
 - 2,059 referrals VS 1,198 in April
- **VISITOR SERVICES UPDATE**
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Sign Project
 - JC: All but an entryway to Covelo has been visited and pictures have been taken. In Gualala, they are ecstatic about having a visitor sign down there and Seawolf is very happy to have a sign in Yorkville as well. Now it's just a matter of finding what is Caltrans and what is personal property. We are waiting for the rebrand to be approved in the board meeting today to get the ball rolling. We should be releasing the new brand in January.
 - Highway 128
 - www.visit128.com
 - JC: Was supposed to launch in the Spring of 2020 but now we are preparing to launch with the rebrand. All the places have been added, removed, and updated in notes and now we are waiting for the people on the project to edit. It is primarily wineries, but it is anything visitor facing within a mile of 128.
 - Visitor Survey
 - JC: Found that people are still interested in eating outdoors in the non-permanent structures. We want to make sure that no one from this survey is not living in Mendocino County. In the end, they will pick 5 names and we will send them 200-dollar gift certificates to thank them for participating
 - CORO Mendocino Partnership
 - RJ: We have been working with Coro for a couple of years now and through that sponsorship, we have gotten a lot of wine from them to include in media bags. We also were able to be included on their website. They route to our website, and it has been a great decision to partner.
 - TRS: As we move forward with Coro, they did their own rebrand to include VMC in their brand itself. You can see the influence from us has carried over to their marketing platform.
 - Rack Cards | ***See Attachment***
 - Coro Branding website & print materials mirroring VMC
 - www.corotrail.com
 - www.coromendocino.com
- **EXECUTIVE DIRECTOR REPORT** ↗ Discussion ↗ Possible Action
 - NCTC Sales Trip – Bay Area Travel & Adventure Show May 20, 2022

- Got lots of iPad sign-ups and thought it was a strong enough event, so they purchased an island for businesses in each region. Hoping to have interactive booths
- BID/Match information & research
- **FUTURE AGENDA ITEMS** ↗ **Discussion**
 - Full plan on next steps for the process with the BID increase
- **NEXT MEETING** ↗ **Discussion**
- Tentative: Thursday, July 14, 2022, at 2:00 PM
- **ADJOURN** 3:36 PM SD moves to adjourn