



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA**

DATE: Tuesday, November 12, 2019 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg, CA 95437

***CALL-IN LOCATIONS: 1055 N State St, Ukiah CA 95482 | 101 Gregory Lane, Willits CA | 1818 Fifth Street, Berkeley CA 94710**

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50-8962 #

*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.

1. CALL TO ORDER | 1:02 PM JK

2. ROLL CALL

BOARD MEMBER	ATTENDANCE STATUS		TITLE
John Kuhry (JK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair At Large Member
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair Coastal Large Lodging Operator
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Treasurer Arts Organization/Attractions
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary Winery/Winegrower
Sharon Davis (SD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator Joined at 1:10 PM
Martha Barra (MB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Open Seat	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium Lodging Operator
STAFF MEMBER ATTENDANCE STATUS TITLE			
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Kathy Janes (KJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Assistant
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Daphne Haney (DH)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Contractor/Accountant
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
INTRODUCTION OF GUESTS			
Amanda Reiman	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice President Community Development, Flow Kanna

3. CHAIR'S COMMENTS

4. 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.

5. CONSENT AGENDA ITEMS Discussion Action Items

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.

- REVIEW/APPROVE Minutes 10/15/2019 Meeting | **See Attachment**
- Finance was cancelled due to PSPS | Note: September 2019 Financials available for approval at the next meeting

CD made a motion for approval of the consent agenda, JS 2nd the motion, roll call; all present approve, 4 absent, motion carries.

6. MARKETING COMMITTEE UPDATE Discussion. Action

(NEXT MEETING: 11.6.2019 at 11:00 AM)

- Amanda Reiman – Presentation Portrait of Cannabis Tourism – TERM SHEET | **See Attachment** | AR – presenting on a survey potentially given by The UpCreek Solutions/MMGY Global on a “Portrait of Cannabis Tourism”. They pitched this survey to 4 Regions: Mendocino County, Sonoma County, San Francisco, and Los Angeles. The overview states: This will be the first comprehensive national survey of U.S. leisure travelers’ knowledge of, and interest in the recreational use of cannabis and related products on vacation. The 3 goals include; #1. Appeal, bringing people here., #2. Awareness, #3. Branding, big in tourism. Stating cannabis is already bringing awareness to our county and presented 9 recent news articles about cannabis in Mendocino County from names such as Forbes, SF Weekly, and CBS News. The survey would question 1,500 people, neutral or favorable to cannabis, cost each sponsor \$20,000, a Nationally representative online survey of US adults who are active leisure travelers. | TS – spoke with the people on the phone, it’s a great survey and a great speaking point. It is \$20,000, unbudgeted, but he would recommend we fund. JR – would it be a better use of our money to be a survey that is more inclusive? MB – 1,500 people is a very small number, almost worthless. By asking are you favorable, you already set a direction. Would rather spend more money for a more inclusive survey. JS – People I know are not ready for boots on the ground, they should be beating our door down. AR – There are quite a few that are ready, I don’t think we will ever get 50% participation. JS – Maybe 10% MB – MCA doesn’t have their membership down yet, is this pre-mature? AR – The two organizations just merged, being a new organization is really hard. They regularly have 50 members show up and would love to come and talk about what they’re doing. TS – Amanda is not here to sell the concept, I asked her here to present. CD – is there a time stamp? TS – Yes, January. CD – cannabis doesn’t have to be ready for us to promote them. If others are going to publish them, why would we pay for this? We talked in Marketing about doing a much cheaper study. For those two reasons we may not want to do this. BB – The Randall report may have more merit. JS – The question to ask is “What are we going to do with it?” AR – What other types of businesses want them to come and make connections? JS – are you asking which of our stakeholders are cannabis friendly? JK – We should move this on to the Marketing Committee? This topic is not to be moved to future agendas.
- Committee Chair Report
 - Marketing Committee Reporting to BOD | Shot the find yourself happy videos, paused the mushroom campaign during the fires, entered to win the Poppy Award for Best Overall Marketing Campaign within our budget category.
 - Media Matters Worldwide – Review results of campaigns in detail | Are we seeing results vs. spend rate? | The ED is currently recommending a pause in campaign (minus festivals) to evaluate contractor performance and the possibility of renegotiation of contract with MMWW. | **See Attachments: MMWW Payment Schedule** | TS – Don’t feel we can sustainably spend MMWW dollars. JK – is it not being as effective as 300K should be? TS – correct. BB – make adjustments with MMWW? TS – has not received requested information, Alison? ADG – No, Jennifer is out of town. MMWW not adverse to changing it up. BB – are they willing to adjust down in the spending? SC – will the agreement be a problem? We should look at it. JR – it doesn’t feel good that they haven’t gotten back with us, if we do not shrink the contract is there another company we can work with? JK – Have a comparison to other County’s reporting. MB – The Clinic’s event has almost sold out. JS – Give Travis latitude to do his job. Stand back and receive the highest ROI possible. JR – would like stats on our competition, important information. **JS motion for Travis to have the authority to do what is needed Marketing finances and bring the information back to the Marketing Committee. BB 2nd, Roll call all present approve, 3 absent, motion passes.**

7. FESTIVAL COMMITTEE UPDATE Discussion

(NEXT MEETING: 12.4.2019 at 10:00 AM)

- Committee Chair Report | BB – joint meeting between the Festival and Marketing Committees. Working on the Spring Festival concept, whether or not to print a brochure and what associate element to incorporate. Not so resource invested, similar to “Whales” success, not as resource invested as a feast. CD – give theory existing events and fantasy events that might bring people 2.5 hours here to participate in. TS – Fantasy as in “come up with”, working with the energy and culture that already exists and building on them.
- Hotel Adoption Program (HAP)

8. PERSONNEL COMMITTEE UPDATE Discussion Action Item

(NEXT MEETING: TBD)

- No report

9. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: 11.27.2019 at 11:00 AM)

- No report | 10.30.2019 meeting cancelled, without notice, due to the Public Safety Power Shutoff (PSPS).

10. VISITOR SERVICES COMMITTEE UPDATE Discussion

(NEXT MEETING: 12.4.2019 at 3:00 PM)

- No report

11. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

(NEXT MEETING: 11.12.2019 at 3:00 PM)

- No report

12. EXECUTIVE DIRECTOR REPORT Discussion

- VMC Quarterly Cybersecurity Results
 - VMC Cybersecurity Executive Summary July-September 2019 | **See Attachment** | We scored above average on all marks and all employees are using Last Pass.
 - VMC Cloud Audit July-September 2019 | **See Attachment**
 - VMC Phishing Report July-September 2019 | **See Attachment**
 - VMC Data Breach Report 10_17_19 | **See Attachment**
- Discussion – DMO vs. DO | WE have lost sight of our Community. We need to have more focus in the County and start working with our Community. Broaden our exposure, no longer only being a Destination Marketing Organization but the new thing is to be Destination Organization working within and outside our County. It's important that our culture knows what we do. JS – Really enjoys Visit CA born to be wild road trip concept. CD – Time to start creating again. JS – do we have a presence at the festivals? TS – Yes. Mb – They aren't aware, results come but aren't aware why. Start taking advantage of the Newspaper and submit. JS – circulation is down 25k with the Press Democrat, Mercury News? TS – its time to do epic "things" within our county and be the change makers. JK – the stakeholders aren't aware of what we do, its good this is in here and its time to come home with it!

13. FUTURE AGENDA ITEMS Discussion

- KK - Presentation on Certified Tourism Ambassador Program (December 2019)
- MMWW Performance
- September 2019 Financials
- **Board Retreat, January 14, 2019 at the Lodge at Glendeven, Little River CA**

14. NEXT MEETING

~~TENTATIVE:~~ Tuesday, December 10, 2019 at 1:00 PM SET

15. ADJOURN

CD – 2:17 PM