



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, April 14, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/83576287035>

*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 2:05 PM**

• **ROLL CALL**

BOARD MEMBERS

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

ATTENDANCE

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

• **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 March 10, 2022 | **See Attachment**
 - 1st BB 2nd EC Motion Carries

- **FINANCE COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
 - FINANCE CHAIR COMMENTS:
 - February 2022 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet
 - 1st BB 2nd EC *Motion Carries*

- **FESTIVAL & MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
 - FESTIVAL CHAIR COMMENTS: Many moving pieces with the two upcoming festivals. We will discuss both later in the agenda.
 - MARKETING CHAIR COMMENTS:
 - PR Report
 - TS: Hosted VCA from Germany, Kim Westerman from Forbes Magazine and will be hosting Brian Macintosh from VCA, Jen Murphy freelance writer, Food and Wine Magazine writer
 - Media Mission is tentatively scheduled for September, still to be decided if it's in VMC's best interest to attend
 - Beer Trail Update
 - JM: Printed maps arrived today so distribution will begin to all participants and other places as we see fit
 - Harvest Festival: 11/4 – 11/13
 - JM: Email went out with general information to partners and stakeholders
 - Working on anchor event with BB inland
 - Meeting with Cally regarding a coastal anchor event soon
 - Jug Handle is already on board
 - BB: Using Alexander Thomas Plaza might be problematic with the farmer's market
 - Reached out to Martha Barra about possibly using her location to host
 - KK reached out to Hangar 39 about hosting a winemaker dinner that weekend
 - Crab & Seafood Festival: 1/27 – 2/5
 - Festival Names (under committee discussion)
 - Harvest Festival Mendocino
 - Crab, Seafood & Spirits?
 - Cultivar Strategies
 - JC: Expecting recommendations and deliverables next week per this week's meeting
 - Podcast Update
 - RJ: Episode #3 will be released tomorrow
 - Episode 2 has almost 10.3k views
 - 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:
 - Visitor & Resident Sentiment Survey(s)
 - JC: The survey has been shared by multiple chambers and associations with a great number of respondents so far
 - Following data collection, we will get the results
 - Gateway Sign Project

- JC: Went to Gualala to scout potential areas for a gateway sign and visited with partners and delivered visitor guides

- **EXECUTIVE DIRECTOR REPORT** ↗ **Discussion** ↗ **Possible Action**

- Vacation 4/11-4/24
- FINAL BID Annual Report 2022-2023 | **See Attachment**
 - No recommendations to MCTC
 - Presentation to BoS 5/3/22
- NCTC Sales Trip – Bay Area Travel & Adventure Show May 20, 2022
- Leave No Trace – Partnership with County of Mendocino, Sonoma & Marin
- Mendocino County Fair Wine Competition Planning
- ABC TV – Localish Bay Area - Air Date 4/17 @ 6pm
- BoD Summer Training/Meeting
 - TS: Will talk to Cally about availability in July

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

- **NEXT MEETING** ↗ **Discussion**

Tentative: Thursday, May 12, 2022 at 2:00 PM

- **ADJOURN 5:04 PM by BB**