



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, February 9, 2023, starting at 2:00 PM

PLACE, ZOOM: <https://us02web.zoom.us/j/88041662451>

• CALL TO ORDER 2:05 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
[] Present X Absent
X Present [] Absent
X Present [] Absent
X Present [] Absent
X Present [] 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
[] Present X Absent
X Present [] Absent
[] Present X Absent
X Present [] Absent
X Present [] Absent
(JOINED AT 2:06)

TITLE

Executive Director
Executive Support Specialist
Marketing & Sales Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Development Manager

INTRODUCTION OF GUESTS: NONE

• PUBLIC COMMENT ON NON-AGENDA ITEMS: NONE

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: 1/11/23 | See Attachment | Approve. MOTION TO APPROVE BY KK; 2ND BY EC; ALL APPROVE

• FINANCE COMMITTEE UPDATE [] Discussion [] Possible Action

- FINANCE CHAIR COMMENTS: KASIE OUT; SC – NO COMMENT
• December 2022 Financials | See Attachment | Approve – MOTION TO APPROVE BY BS; 2ND BY ED; ALL APPROVE
a. Review Cash Flow Spreadsheet
• Discussion: Fiscal Year 2023/2024 Budget

EC POLICY QUESTION ON LOANS TO EMPLOYEES; TS STATES THERE IS A POLICY IN PLACE.

• **MARKETING & FESTIVAL COMMITTEE UPDATE**

Discussion Possible Action

- FESTIVAL CHAIR COMMENTS: *MB – LOTS OF FUN AT SEAFOOD & SIPS, WELL ORGANIZED THO' SOME KINKS IN NEW SPARKLING EVENT. WELL ATTENDED. GREAT JOB TO STAFF AND VOLUNTEERS.*
TM – GREAT FUNDRAISER (FRIENDRAISER) – HUGE THANKS TO VMC & LRI FOR THEIR SUPPORT. DEBRIEF @ LRI
- MARKETING CHAIR COMMENTS: *NONE*
 - Festival(s) Update PER JM, CREAATED A BROCHURE, DISTRIBUTED 3K LOCALLY + DISTRIBUTED TO SERVICE CENTER; PUT OUT 77 TWO SIDED YARD SIGNS. THREE (3) ANCHOR EVENTS – SPARKLING WINE @SARACINA SOLD 120 TIX, FEATURED 18 WINERIES – YOUNGER CROWD, MORE SONOMA VIBE; 2/3'S OUT OF COUNTY GUESTS; DEFINITE UPTICK FOR HOPLAND BUSINESSES. DESTINATION HOPLAND IDENTIFIED AREAS FOR IMPROVEMENT.
 - Agency Xi Website/Rebrand Update – PER TS, FOLLOWING RETREAT AND CARL RIBAUDO TALKS, REALLY NEED TO LOOK @ WEBSITE AND SEE ISSUES WE CAN CONTROL – SUCH AS BOUNCE RATE. GOING TO LOOK AT BACKEND AND TAKE A NEW APPROACH. CARL SUGGESTS WE DON'T FOLLOW TYPICAL DMO WEBSITE. TIMELINE PROPOSING REBRAND LAUNCH & WEBSITE LAUNCH TO BEGINNING OF FISCAL YEAR.
SC – HOW ARE WE HINDERED BY TYPICAL DMO; TS – WE LOSE VISITORS BY HAVING A HERO VIDEO/IMAGE; WE NEED TO REIMAGINE TOP OF PAGE SO AS NOT TO LOSE PEOPLE. NEED CONTENT GENERATORS – E.G. LIVE FEEDS FROM ALL CORNERS OF THE COUNTY, STAKEHOLDERS TELING THEIR STORIES WITH DETAILS WE MIGHT NOT OTHERWISE GET. WANT ACTIVE VOICES FROM WITHIN THE COUNTY THAT SPEAKS TO VISITORS.
TS – WE'RE DEFINITELY FOLLOWING RECOMMENDATIONS OF EXPERTS; MOVING \$\$ FOR THIS YEAR'S FISCAL YEAR INTO NEXT FISCAL YEAR FOR THE RELAUCH (MKTG DOLLARS)
 - PR Report – HAD MEDIA FOR CIOPPINO FEED & CRAB CAKE COOK OFF – CHELSEA, MATT & ROBERTA. DISTRIBUTED 'LOVE SHACKS' PRESS RELEASE & WORKING ON HOT SHEETS. THERE WILL BE A CHANGE TO PR SCHEDULE IN MAY. 86 SUMMER WARM UP AND PUT CANNABIS ROUND UP IN ITS PLACE – POTENTIAL NEW EVENT ALONG THE INLAND CORRIDOR. ALSO, WILL HAVE CRAFT FARMERS MARKETS, CANNABIS AUCTION, FOCUS FOR BEGINNING OF SUMMER. STAKEHOLDER HIGHLIGHTS CAME OUT YESTERDAY (2/8). HAD ARTICLES IN USATODAY, CONDE NAST, TRAVEL & LEISURE, THRILLIST, MARIN MAGAZINE, CHICAGO TRIBUNE, 7X7.
 - Q4 Television and Radio - **PER TS, RAMON WORKING ON CHANGES DUE TO REBRANDING.**
 - Room to Roam Analytics – *See Attachment. PER TS – ANALYTIC STATS EXCLUDES EVENT STATS. THAT SAID 26,506 clicks*
 - Social Media Analytics – *See Attachment Google Analytics = 8.4K clicks, 2.22M impressions; Social Analytics - Event ads = 42,895 clicks; direct to ticket buying pages*
 - Website Analytics – *See Attachment Jan 22 vs Jan 23 = <22.64%> (-11,638 users) Reason is ads are routing directly to ticket buying pages instead of through out website. Website Dec vs. Jan = 20.66% (+6,801)*
 - Booking Link – *See Attachment 935 searched; 738 referrals*

TM SAW AN INCREASE IN TICKET SALES DUE TO VMC EFFORTS FOR DIRECT-TO-TIX PURCHASE PAGES
SC REQUESTED THAT IN ADDITION TO SHOWING CURRENT MONTH FOR STATS, THAT WE ALSO SHOW PAST MONTH (E.G. ROOM TO ROAM). WOULD LIKE TO SEE COMPARISONS. TS WILL ASK RAMON TO CHANGE.

VISITOR SERVICES UPDATE Discussion Possible Action

- VISITOR SERVICES CHAIR COMMENTS: NO COMMENT BY CHAIR
- Meet & Greet Series – JPC EXCITED TO ANNOUNCE CONFIRMATION OF UPCOMING MEET & GREET AT COUNTY MUSEUM. SNACKS PROVIDED BY KEMMY'S PIES AND NORTHSPUR BREWING – NON-ALC EVENT, SUPERVISORS INVITED. ALSO, MEET & GREETS ARE NOW QUARTERLY.

• **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action

- BID Updates BOARD MET LAST MONTH, NO UPDATE OTHER THAN BUDGET; DISCUSSED HOW TO GET INFOR FOR RESEARCH – BASED ON CIVITAS, WORK TO BE DETERMINED, WHAT'S POSSIBLE. TS DIRECTED BOARD TO LOOK AT LODGING BID INCREASE FROM 1 TO 2%. WILL HAVE BETTER DIRECTION ONCE PROCESS IS OVER.
MB SHARED THAT MWI & AVWA ARE MEETING NEXT WEEK (3/16 @ 3PM) TO DISCUSS STANCE ON BID & INVITED TS TO ATTEND.

BID ADVERSORY BOARD THINKS WE SHOULD INCLUDE COUNTY MATCH BUT ONLY AT 60% OF FUNDING, WHICH TAKES A BIT OF THE BURDEN OFF OF THE COUNTY BUT KEEP A BIT OF FUNDING FOR VMC. WITH THAT, TS WILL HAVE TWO BUDGETS – THE CURRENT ONE; AND SHOULD MATCH GO TO 60%. BID BOARD IS TRYING TO GET ONE MORE YEAR. RESERVES SHOULD BE MAINTAINED TO KEEP MKTG GOING IN CASE THINGS GO SIDEWAYS ON BID. IF BID GOES AWRY, TS WILL CUT OTHER AREAS OF PROGRAMMING BEFORE GOING INTO SAVINGS. THAT SAID, THERE IS A BALANCE IN RESERVES TO COVER OPERATING COSTS FOR ONE YEAR. IF WE *HAVE* TO CUT PROGRAM, MKTG IS MOST LIKELY WHERE THAT WILL BE FOR THINGS LIKE TV/RADIO ADS; PROGRAMMATICS WILL STAY. KK EXPRESSED CONCERNS ABOUT LOSING TRACTION IF RADIO/TV ADS CUT. TS SAID HE'D NEED TO RESEARCH, BUT POSSIBLE TO STILL HAVE RADIO/TV, BUT ON TIER 2 STATIONS.



TM ASKS IF BID IS ONLY INCOME; TS SAYS BID & MATCH FROM COUNTY, AND IF COUNTY GOES FOR 60%, THEN MATCH WOULD BE REDUCED BY 40%. TS SAYS WE NEED A YEAR AND A HALF TO PLAN & BUILD STRONG COALITIONS. BOARD TELLS TS TO 'GO FOR IT AND GET 'ER DONE' FOR NEW BUDGET, WHICH SHOULD BE DONE BY MARCH BOARD MEETING.

- Annual Report Draft in production – GOAL FOR ANNUAL REPORT WILL BE READY MOST LIKELY IN APRIL.
- Denver Travel & Adventure Show – NCTC DATES ARE 2/24 & 2/25 – TRAVIS IS ATTENDING

NOTE: BS LEFT MEETING AT 3:15 PM

- Strategic Plan expiration 6/30/2023 – RFP? TS ASKED HOW BOARD WANTED TO PROCEED? HIS IDEA IS TO POTENTIALLY USE CARL RIBAUDO. WANTS TO GET 3-4 PROPOSALS.

TM ASK IF THERE IS A FESTIVAL CALENDAR; NOT CURRENTLY PER TS. JM OFFERING TO CREATE MONTHLY OVERVIEW OF COUNTYWIDE EVENTS

- **FUTURE AGENDA ITEMS**  **Discussion FOLLOW UP ITEMS FROM FESTIVAL & MARKETING, BID & BUDGET STATUS**
- **NEXT MEETING**  **Discussion**
Tentative: Thursday, March 16, 2023, at 2:00 PM (date change due to Visit CA Outlook Forum)
- **ADJOURN MOTION TO ADJORN BY CAB @ 3:19 PM**