



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, February 22, 2024, starting at 10:00 AM

PLACE: Emerald Sun 1825 Airport Rd, Ukiah, CA 95482

CALL TO ORDER at 10:30 AM

ROLL CALL

BOARD MEMBERS

- Brett Schlesinger (BS)
Cab Boettcher (CB)
Tawny MacMillan (TM)
Kasie Gray (KG)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Raakesh Patel (RP)
Ian Roth (IR)
Alina Reyes (AR)
OPEN SEAT
OPEN SEAT

ATTENDANCE

- X Present [] Absent
X Present [] Absent
X Present [] Absent
X Present [] Absent
X Present [] Absent
[] Present X Absent
[] Present X Absent
X Present [] Absent
X Present [] Absent
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[] Present [] Absent

TITLE

- CHAIR Food & Beverage
VICE CHAIR Large Lodging Operator; Coastal
SECRETARY Regional Promotional; Coastal
TREASURER, Regional Promotional; Inland
At Large
Arts Organization/Attractions
Large Lodging Operator; Inland
Medium Lodging Operator; Coastal
Small Lodging Operator
Large, At-Large Lodging Operator
Winery/Winegrower

STAFF/CONTRACTORS:

- Ramon Jimenez (RJ)
Kathy Janes (KJ)
Lisa Batson (LB)
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
X Present [] Absent

TITLE

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

INTRODUCTION OF GUESTS: JULIE GOLDEN, OFFICIALLY SEATED BY NEXT TUESDAY ON OUR BOARD.

STAFF MEMBERS PRESENT:

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.

Seating of New Board Members [check] Discussion [check] Possible Action

- Ian Roth, Medium Lodging Operator; Coastal
Alina Reyes, Small Lodging Operator
KG 1st and CB 2nd Motion carries

Elect Slate of Executive Officers for 2024 [check] Discussion [check] Possible Action

- Brett Schlesinger, Chair of the Board
Christopher "Cab" Boettcher, Vice Chair of the Board
Kasie Gray, Treasurer of the Board
Tawny MacMillan, Secretary of the Board

KG 1st and TM 2nd Motion Carries

- **Committee Membership:**

- Elect slate of committee chairs for 2024 Discussion Possible Action

- | | |
|---|---|
| ○ Executive Committee Chair, Brett Schlesinger | ○ Finance Committee Chair, Kasie Gray |
| ○ Personnel Committee Chair, Brett Schlesinger | ○ Marketing Committee Chair, Cally Dym |
| ○ Organizational Development Chair, Brett Schlesinger | ○ Visitor Services Chair, Jon Glidewell |
| ○ Ad Hoc Bylaws Committee Chair, Brett Schlesinger | |

KG 1st and CB 2nd Motion Carries

- Approve committee members as listed: Discussion Possible Action

Executive Committee

Brett Schlesinger, Chair

Christopher “Cab” Boettcher, Vice Chair

Kasie Gray, Treasurer

Tawny MacMillan, Secretary

Ramon Jimenez, VMC Executive Director

Marketing Committee:

Cally Dym, Chair

Christopher “Cab” Boettcher

Kasie Gray

Elizabeth Cameron

Alyssum Weir

Julie Golden

Katrina Kessen

Tawny MacMillan

Elyse Hopps

Kelley Little

Alina Reyes

Lisa Batson, VMC Marketing Manager

Janis MacDonald, VMC Festival Coordinator

Ramon Jimenez, VMC Executive Director

Finance Committee:

Kasie Gray, Chair

Brett Schlesinger

Ian Roth

Ramon Jimenez, VMC Executive Director

Visitor Services:

Jon Glidewell, Chair

Jo Bradley

Kevin Fleming

Jamie Peters-Connolly, VMC Partner

Relations & Communications Mgr

Personnel Committee:

Brett Schlesinger, Chair

Christopher “Cab” Boettcher

Kasie Gray

Ramon Jimenez, VMC Executive Director

Organizational Development:

Brett Schlesinger, Chair

Christopher “Cab” Boettcher

Kasie Gray

Jennifer Seward, VMC Development Manager

Ad Hoc Bylaws Committee:

Brett Schlesinger, Chair

Kasie Gray

Christopher “Cab” Boettcher

Ramon Jimenez, VMC Executive Director

KG 1st and BS 2nd Motion carries with the addition of Alina to Visitor Services

KG 1st and BS 2nd Motion Carries

- **Board & Committee Meeting Schedules** Discussion Possible Action

- Approval of Proposed Board & Committee 2024 Meeting Schedules

- | | |
|--|---|
| ○ Board of Directors: 2 nd Thursday/Every other Month: 2:00 PM (<i>In Person</i>) | ○ Visitor Services: As Needed (<i>Zoom</i>) |
| ○ Marketing Committee: 1 st Tues/Month: 10:00 AM (<i>Zoom</i>) | ○ Personnel Committee: As Needed (<i>Zoom</i>) |
| ○ Finance Committee: 1 st Tues/Month: 12:00 PM (<i>Zoom</i>) | ○ Ad Hoc Bylaws Committee: As Needed (<i>Zoom</i>) |
| | ○ Organizational Development: As Needed (<i>Zoom</i>) |
| | ○ Executive Committee: As Needed (<i>Zoom</i>) |

KG 1st and CB 2nd Motion Carries

- **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: 10/12/23 | **See Attachment** | Approve
- Meeting Minutes: 12/14/23 | **See Attachment** | Approve

KG 1st and BS 2nd Motion Carries
Ian Roth Abstained

• **MARKETING COMMITTEE UPDATE** Discussion Possible Action

- MARKETING CHAIR COMMENTS:
- Mendocinotourism.org Website Update

LB: Updated with Brendan and the team on the backend

KJ likes the dusty rose color

- PR Report

JPC: We had 2 media guests in Feb, and two fams in March, We are attending IPW, Travel and Adventure, Outlook Forum, Travel & Leisure, Sunset Magazine, Vineyards and Voyages, Forbes, Fairy Circles media releases, New and Noteworthy is going out soon. We have nearly doubled our goal of media trips and add equivalency.

- Festival(s) Update

JM: Working on updating the festival and event brochure, Whale Festival in March, Bloody Mary event at LRI, Almost Fringe is in April, and there is a 50K run in Mendocino. Fall festival info needed starting early June

Programmatic Analytics

18k clicks, 294k impressions at an average \$0.13 Cost Per Click

Social Media

A little over 6M impressions, 138k engagements

Magic is Real Meta (social media) Campaign: about 13k clicks, \$0.29 cost per click

Magic is Real Google Campaign: 19k clicks, \$0.13 cost per click

Seafood & Sips: 35k clicks, \$0.10 cost per click

Cioppino: 16k Clicks, \$0.22 cost per click

Crab cookoff: 14k clicks, \$0.24 cost per click

Wellness: 13k clicks, \$0.20 cost per click

White Wine Weekend: 13k clicks, \$0.27 cost per click

Website

83k Visitors

1:53 minute average time per visit

Bounce rate 57% (30 new listicles- to help with the SEO bounce rate to go down slated to go up within the next month)

BookDirect

2,800 searches vs 1,800 last month

1k referrals vs 668 last month

• **FINANCE COMMITTEE UPDATE** Discussion Possible Action

- FINANCE CHAIR COMMENTS:
- December 2023 Financials| **See Attachment** |Approve
 - a. Review Cash Flow Spreadsheet
CB 1st and IR 2nd Motion Carries
- Working on Fiscal Year 2024/2025 Budget

• **VISITOR SERVICES UPDATE** Discussion Possible Action

- VISITOR SERVICES CHAIR COMMENTS:

- Gateway Signage Project
JPC: We got the RFP back from the business we are looking into
- Visitor Guide
JPC: Got the final draft of this in the works
- Regional Maps
JPC: Next Project
- Pet Guide
JPC: Ready to send to print

- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action

- New Marketing District Plan Update

We are looking to assess lodging at 2%, we are not assessing wine and attractions. We will be looking at options for people to opt in to be a part of the new BID.

- Strategic Plan Update

We have begun working with Travel Analytics Group with Carl Roboto and he is helping to create our new strategic plan. There is a survey out for people to answer surrounding questions for the new Strategic Plan.

- Visit California Outlook Forum Palm Springs (March 10-13)
- Travel and Adventure Show SF/Bay Area (March 15-17)

- **FUTURE AGENDA ITEMS** Discussion

Seat Julie at the next Board Meeting

- **NEXT MEETING** Discussion

Tentative: Thursday, April 11, 2023, at 2:00 PM

- **ADJOURN KG 1st at 1:36 PM**