



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, April 11, 2024, starting at 2:00 PM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482 and Mendocino Coast Healthcare Foundation 130 N Main Street, Fort Bragg, CA 95437

- CALL TO ORDER 2:12 PM

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)
Julie Golden
OPEN SEAT

ATTENDANCE

X Present [] Absent
X Present [] Absent
X Present [] Absent
[] Present X Absent
X Present [] Absent
X Present [] Absent
[] Present X Absent
X Present [] Absent
X Present [] Absent
X Present [] Absent
[] 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
Winery/Winegrower
Large, At-Large Lodging Operator

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:

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.
BS: Joining the MCA Board

CONSENT AGENDA ITEMS [checked] Discussion [checked] 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: 2/22/24 | See Attachment | Approve
JG 1st and KK 2nd Motion Carries

MARKETING COMMITTEE UPDATE [checked] Discussion [checked] Possible Action

- MARKETING CHAIR COMMENTS:
2024/25 Marketing Plan Draft – See Attachment | Approve
KK 1st and EC 2nd Motion Carries
Festival(s) Update

JM: The Whale Festival was the month of March and was very successful.

IR: Mendocino was a little rainy but they had an awesome turnout.

JM: In April we have the Almost Fringe Festival in PA, We have some cannabis events going on in 4/20, and in May we have the Kelp and Urchin Fest, We then have the Pinot Festival, following is the Film Festival so the next few months are pretty busy! Upcoming in early May is what we are looking for Harvest Mendocino because it needs to go to print in July. Also, Beer Fest is going out on the first weekend of May and the Murder She Wrote is a festival and screening celebration.

- PR Report | **See Attachment**

JPC: We have had a goal of 18 fams this year and we have had 21 total with one coming up. Our February number blew our goals out of the water as well as the whale festival got us a lot of impressions. The times, business journal, Food and Wine Japan. The hot sheet is out and the new and noteworthy has been in the works. Plus we are building a cannabis event. We have a media alert for Urchin Fest. IPW Media trip is coming up. Urchin, solo travel, arts, and sleepcation are some big things right now.

- 2024/25 Draft PR Communication Pillars

JG: In August why do we have sleepcation

RJ: Just means that what is trending is that style of vacation after our busy season. So we put things out in August so they are posting stories by October.

JG: Where is the wine focus, wine would be good to promote for the Spring. It is good to see agriculture in March for the Media.

RJ: Please email us in the next week or so to get more information to get a final draft to Ko

- Skunk Train Report | **See Attachment**

JPC: The Skunk Train wanted us to see their report to show how big of an attraction they are. Also to show they are working hard, and it would be a good group to partner with.

- Programmatic Analytics – **See Attachment**

LB: 4.08k clicks, 166k impressions at an average \$0.60 Cost Per Click

- Social Media Analytics – **See Attachment**

LB: March generated about 2.8M impressions, 36k engagements

Magic is Real Meta (social media) Campaign: about 10.5k clicks, \$0.32 cost per click

- Website Analytics – **See Attachment**

LB: 46k Visitors

2:22 minutes average time per visit

Bounce rate 42% vs. 45% last month

- Booking Link – **See Attachment**

LB: 10,600 searches vs 9,600 last month

1,500 referrals vs 2k last month

- **FINANCE COMMITTEE UPDATE** Discussion Possible Action

- FINANCE CHAIR COMMENTS:

- February 2024 Financials | **See Attachment** | **Approve**

CB 1st and EC 2nd Motion Carries

- Review Cash Flow Spreadsheet

- Draft 2024/25 Budget | **See Attachment** | **Approve**

EC 1st and CB 2nd Motion Carries

- 2022/23 Audited Communication Letter and Financial Statements | **See Attachment** | **Approve**



EC 1st and CXB 2nd Motion Carries


- 2022/23 Audit Representation Letter TRS Signed | **See Attachment**


- **VISITOR SERVICES UPDATE** Discussion Possible Action

- VISITOR SERVICES CHAIR COMMENTS:

- Gateway Signage Project
JPC: Met this week and the sign feedback has been sent
- Visitor Guide
JPC: Has gone to print and so now we are waiting for the guide to arrive.
- Regional Maps
JPC: Edits have been made now we just need to get them off the table.
- Pet Guide
JPC: Now just needs images and to be printed

- **EXECUTIVE DIRECTOR REPORT**  **Discussion**  **Possible Action**
 - Q2 2022/23 Quarterly Report | **See Attachment** | **Approve**
 - Q3 2022/23 Quarterly Report | **See Attachment** | **Approve**
 - 2022/2023 Annual Report | **See Attachment** | **Approve**
 - Q1 2023/24 Quarterly Report | **See Attachment** | **Approve**
EC 1st and BS 2nd Motion Carries
 - New Marketing District Plan Update
RJ: We received data from the county in December then we decided to move forward. Now we have moved past to approve the verbiage and in the last two weeks, we have still not heard from the county council. So this morning we reached out to the county to make sure the project is being pushed forward.
 - Strategic Plan Update
RJ: Working to set up in-person and virtual interviews with Carl to get things situated as well as time with John Glidewell to get lodging as whole input.
 - Visit California Outlook Forum Palm Springs (March 10-13)
RJ: The new campaign is now focused around CA as the biggest playground so we are leaning in to align with what they are emphasizing
 - Travel and Adventure Show SF/Bay Area (March 15-17)
RJ: We ended up having a super good location. We were able to collect almost 1100 emails which was significantly more than last time and 2019 was the last time we got the most and it was 650 emails. We are looking at joining NCTC next time we attend.

- **FUTURE AGENDA ITEMS**  **Discussion**
Update from Deb about Movies

- **NEXT MEETING**  **Discussion**
Tentative: Thursday, June 13, 2023, at 2:00 PM

- **ADJOURN**
IR at 3:33 PM