



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, August 13, 2026, starting at 1:00 PM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and

Little River Inn Abalone Room, 7901 California Highway One, Little River, CA 95456

- **CALL TO ORDER 1:00 PM**

- **ROLL CALL**

BOARD MEMBERS	ATTENDANCE	TITLE
Kasie Gray (KG)	X Present ☐ Absent	CHAIR Regional Promotional; Inland
Tawny MacMillan (TM)	X Present ☐ Absent	VICE CHAIR Regional Promotional; Coastal
Ian Roth (IR)	X Present ☐ Absent	TREASURER Medium Lodging Operator
Alina Reyes (AR)	☐ Present X Absent	SECRETARY Small Lodging Operator
Jon Glidewell (JG)	X Present ☐ Absent	Large Lodging Operator, At-Large
Jitu Ishwar (JI) 1:08 PM	X Present ☐ Absent	Large Lodging Operator; Inland
Cab Boettcher (CB) 1:02 PM	X Present ☐ Absent	Large Lodging Operator; Coastal
Julie Golden (JG) 1:06 PM	X Present ☐ Absent	Food & Beverage
Roxanne Perkins (RP)	X Present ☐ Absent	Arts Organization/Attractions
OPEN SEAT	☐ Present ☐ Absent	Winery/Winegrower
OPEN SEAT	☐ Present ☐ Absent	At Large

STAFF/CONTRACTORS:	ATTENDANCE	TITLE
Scott Schneider (SS)	X Present ☐ Absent	Interim Executive Director
Ramon Jimenez (RJ)	X Present ☐ Absent	Director of Operations
Jamie Peters-Connolly (JC)	X Present ☐ Absent	Partner Relations & Communications Manager
Melodie Hilton (MH)	X Present ☐ Absent	Director of Public Relations
Mckenzie McLain (MM)	X Present ☐ Absent	Marketing & Communications Coordinator
Janis MacDonald (JM)	X Present ☐ Absent	Festival Coordinator
Kathy Janes (KJ)	X Present ☐ Absent	Executive Support Specialist

INTRODUCTION OF GUESTS: CALLY COOMBS

- **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.

- June 18, 2026 Meeting Minutes | **See Attachment** | **Approve**
JG 1st and CB 2nd Motion Carries Ian abstained

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

- General Update
Kathy and Mckenzie are both leaving at the end of August. Also we are working internally to discuss what our plan is for the office. We just want to do what is the most cost effective. We are looking for a smaller

space for the team. We also want to start with the boards feedback for an educational day for stakeholders just to let people know what the plans for our upcoming year.

JG: Would really love to record it because some of us are so busy it is hard to plan a day for that.

CC: Update on the new BID Ordinance, the BOS has approved a redline version via the BID Annual Report which includes changing our bylaws. In discussions with Civitas, it is going to be very difficult to do because our current documents including by-laws and other organizational documents require a vote of the membership to make any changes. The vote requires at least a 2/3 response from the members which is highly unlikely. As a result, discussion are being held regarding drafting a new set of by-laws including the creation of a new 501(c)6 which better suits our purposes and long range goals of MCTC and the Lodging BID.

- **MARKETING COMMITTEE UPDATE** ☒ Discussion ☐ Possible Action

- MARKETING CHAIR COMMENTS: So excited about the new pillars and matrix

- Festival(s) Update

- Festival Dates and Names

RP: Art in the Gardens was very successful 2300 people attended total mostly on Saturday and 49% from out of county and 5% out of state.

JM: WineSong is our next big event and we don't have any specifics but ticket sales right now are at the exact same spot as they were last year. We have created a lot of packages with lodging and we have sold 2 at each location so far. Following WineSong on the 11th and 12th of September is Kelp Fest October 9 and 12 and working on lodging packages. Kelp Fest will have about 22 events total. Following that will be our new November Mendocino Mushroom Month with lots of different things happening in the month ending right before Thanksgiving. We have a mushroom train on the coast with an after party at Tall Guy and a Mushroom Train out of Willits as well. We are going to continue sending out suggestions for people to be involved.

- PR Report | **See Attachment**

- PR Comparison | **See Attachment**

JPC: 5 billion impressions last year and we exceeded our media by almost 10 more than we expected. We were down a little since 2025 because we did a pivot in how we promote and what media we are bringing in.

- Online Marketing Programmatic Analytics | **See Attachment**

- Social Media Analytics | **See Attachment**

- Website Analytics | **See Attachment**

- Booking Link | **See Attachment**

- RJ: Website Traffic increased from 677,853 visitors in FY 24/25 visitors to 894,001 visitors in FY 25/26 - 32% increase Book Direct searches have been pretty consistent the last 3 months, but referrals have increased each month compared to the previous month. Website Traffic increased from 677,853 visitors in FY 24/25 visitors to 894,001 visitors in FY 25/26 - 32% increase Book Direct searches have been pretty consistent the last 3 months, but referrals have increased each month compared to the previous month Facebook impressions down 30% YOY, but link clicks (12%), engagement (20%) and fan base (3.6%) increased Instagram impressions down 20%, but likes (43%), Comments (18x), followers (23%)

- JG: Do you think the increase in Instagram has to do with an age demographic?

- RJ: Partially but it is becoming more of a pay to play game.

- Influencers and Media Engagement

- 2026-2027 Content Calendar and Related Initiatives | **See Attachment**

SS: Staff has put a lot of time in on how we should be marketing in order to really focus our emails and goals. Monthly we will have something to promote within the county, and it is all themed. We put together

timelines with tentpoles to really redirect and revamp our marketing. We also are really trying to measure and matrix what we want to put our time into.

JG: We just wrote a check for Visit CA, and I am wondering how we align with Visit CA because our goals don't align with them now.

MH: We have seen a little bit of response, but we are kind of running the next 3 months almost every week to catch up with press. We are focusing more in order to outreach and weave in with Visit CA. We also are pitching with their press list it just isn't always at the top of our tent poles.

JPC: With Melodie in house we will now have Jamie out once a week to visit different parts of the county just to help meet needs, what they're looking for and how we can get them more involved. Once we are caught up, we will send out stakeholder emails to show you how to get more involved and what we can help with and how you can help your participation.

KG: Happy to implement this as well on social media to align with where we are traveling weekly.

MH: We are rapidly growing our media lists and am happy to talk and check in about what is going on. We have created a tiered system to focus on quality over quantity when it comes to influencers and media alike.

JG: Very excited to see this and am going to dive in further to review and plan to reach out with questions.

- **FINANCE COMMITTEE UPDATE**  **Discussion**  **Possible Action**
 - FINANCE CHAIR COMMENTS:
 - Financial Statements
 - June 2026 and FY 25/26 Financials | **See Attachment** | **Approve**
JG 1st and RP 2nd Motion Carries
- **CLOSED SESSION**  **Discussion**  **Possible Action**
 - Search Committee Update
- **FUTURE AGENDA ITEMS**  **Discussion**
- **NEXT MEETING**  **Discussion**
 - Tentative: Thursday, September 10, 2026 at 1:00 PM
- **ADJOURN** IR at 2:18 PM