



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, September 08, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/81426748873>

\*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                  | ATTENDANCE   | TITLE   |
|--------------------------------|--|---|
| Scott Connolly (SC)            | X Present <input type="checkbox"/> Absent                        | <b>CHAIR</b> , Medium Lodging Operator; Coastal     |
| Cally Dym (CD)                 | X Present <input type="checkbox"/> Absent                        | <b>VICE CHAIR</b> , Large Lodging Operator; Coastal |
| Bernadette Byrne (BB)          | X Present <input type="checkbox"/> Absent                        | <b>SECRETARY</b> , Winery/Winegrower                |
| Kasie Gray (KG)                | X Present <input type="checkbox"/> Absent                        | <b>TREASURER</b> , Regional Promotional; Inland     |
| Katrina Kessen (KK)            | X Present <input type="checkbox"/> Absent                        | At Large  |
| Elizabeth Cameron (EC)         | X Present <input type="checkbox"/> Absent                        | Arts Organization/Attractions                       |
| OPEN SEAT                      | <input type="checkbox"/> Present <input type="checkbox"/> Absent | Regional Promotional; Coastal                       |
| OPEN SEAT                      | <input type="checkbox"/> Present <input type="checkbox"/> Absent | Large, At-Large Lodging Operator                    |
| Raakesh Patel (RP)             | <input type="checkbox"/> Present X Absent                        | Large Lodging Operator; Inland                      |
| OPEN SEAT                      | <input type="checkbox"/> Present <input type="checkbox"/> Absent | Small Lodging Operator                              |
| Brett Schlesinger (BS) 2:08 PM | X Present <input type="checkbox"/> Absent                        | Food & Beverage                                     |

| STAFF/CONTRACTORS:         | ATTENDANCE                                | TITLE                                      |
|----------------------------|---|--|
| Travis Scott (TS)          | X Present <input type="checkbox"/> Absent | Executive Director                         |
| Kathy Janes (KJ)           | X Present <input type="checkbox"/> Absent | Administrative Assistant                   |
| Ramon Jimenez (RJ)         | X Present <input type="checkbox"/> Absent | Marketing & Sales Manager                  |
| Jamie Peters-Connolly (JC) | X Present <input type="checkbox"/> Absent | Partner Relations & Communications Manager |
| Mckenzie McLain (MM)       | X Present <input type="checkbox"/> Absent | Marketing & Communications Coordinator     |
| Janis MacDonald (JM)       | X Present <input type="checkbox"/> Absent | Festival Coordinator                       |

**INTRODUCTION OF GUESTS:** Tawny MacMillan, the event coordinator for Crab and Wine days with Mendocino Coast Clinics and a potential board member.

- **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.  
**The first part of the meeting cameras on!**
- **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 August 11, 2022 | **See Attachment**  
BB 1<sup>st</sup> and CD 2<sup>nd</sup> motion carries
- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action

- FINANCE CHAIR COMMENTS:
- July 2022 Financials | **See Attachment** | Approve  
Kk 1<sup>st</sup> and EC 2<sup>nd</sup> Motion Carries
  - Review Cash Flow Spreadsheet
  - Wipfli Accounting Update – need to identify the new firm
    - a. TRS: Marine Louis Accounting and meeting on Monday to go over everything in person
- **FESTIVAL & MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
  - FESTIVAL CHAIR COMMENTS: BB: Really excited there are now festivals to talk about and happy the wineries are responding eagerly to participate. Looking forward to Taste Mendocino.
  - MARKETING CHAIR COMMENTS: CD: Happy to have a new brand to launch and festivals to promote.
  - Brand Launch Discussion
    - TRS: Looking at a brand launch in mid-January and the official approval will be at the January Board Meeting.
  - PR Report
    - TRS: In August we had Alexis Mills from Local Magazine, Amber Turpine from 7x7, and Betsy Andrews here, and we had a placement in MSN news, yahoo, 750 daily, and airmail just from Betsy alone. Total from just her 4 pieces we reached 165 million. Plus, 157,451,158 advertising equivalences. Key placements Food& Wine Smart Meeting, Business Wire, 7x7, Yahoo Mail, North Bay Business, & Press Democrat. Working on pitching media for Taste Mendocino as well as going to do a pitch for Mushroom. Fox 2 News during taste Mendocino with Roberta. Stakeholder highlights have gone out.
  - Podcast Update
    - TRS: We did camp and Coro with Roberta to get the next 2 podcasts up and running.
  - Festival(s) Update
    - Harvest Festival Mendocino
      - JM: We have completed the brochure now it is being finalized and we will have it taken around locally also we have rack cards going everywhere emphasizing things. Our anchor events for harvest are Taste Mendocino and Mushroom Train. We just need website tickets and wineries to pour for mushrooms. Plus, we have 22 wineries so far signed up for Taste Mendocino
    - Seafood & Sips Festival
      - Has finished sending out emails and has been talking to people in person. Plus, we need something that will involve everyone such as to get artists to draw a fish and let everyone county-wide paint a fish to be displayed. Really wants to have an odd codd ball bringing people to a different area of the county. Also wondering about the chipino dinner but it is going over to mendo parks.
    - Month of Wellness
      - JC: We have heard great feedback from many, but most have come from cannabis and this will be an event throughout the month of January. If we have enough attention to it we will have a landing page, but no brochures.
  - Room to Roam Analytics – *See Attachment*
    - RJ: Programmatic 15.4k clicks, 2.12M impressions. CPC \$0.18
  - Social Media Analytics – *See Attachment*
    - 2.3M impressions, 26k engagements
  - Website Analytics – *See Attachment*
    - Website up 12% August 22 vs August 21
    - Up 19.6% August vs July
  - Booking Link – *See Attachment*
    - 1,841 searches
    - 1510 referrals
- **VISITOR SERVICES UPDATE** ✓ Discussion ✓ Possible Action
  - VISITOR SERVICES CHAIR COMMENTS:
  - Meet & Greet August Recap

- JC: Last Meet N Greet was in Point Arena and it was very well attended and the largest to date. Our whole team was there to see what was going on and meet with everybody. These have been very good and helped create cross-promotional events. The next one is on October 19<sup>th</sup> at the Madrones. When we do these they aren't always at lodging properties but we have stakeholders in all aspects, so we could do one at Emerald Sun.
- SC: Thought we could do one at Emerald Sun and it would be unique to do one in support of the cannabis industry
- BS: Happy to support and be prepared to do some official tours during harvest week
- Fuller Digital Media Video
  - JC: We have been with them for 3 dashboard series and we just did one with a family and their dog and we just got it back it has a very different feel from Podcasts because they lean towards more family-oriented stuff.
- **EXECUTIVE DIRECTOR REPORT** ↗ **Discussion** ↗ **Possible Action**
  - BID/Match information, research and conversations continue
  - BID/BoD Recruitment w/Jo Bradley
    - It has been very successful so it looks like for the first time in 6 years we will have a full board and bid board this year.
    - SC: Can John Dixon still be on board
    - TRS: We will have to talk offline
  - PR Programming for FAM season
    - TRS: We need to set a meeting with KO and Jamie, and we are skimming the top this year more than we have ever done. We will really be focusing on these opportunities
  - ABC7 Localish episode planning
    - TRS: The next two will be focused on Willits and Fort Bragg with Hwy 20 as their connection
  - ED/VMC Bible for Executive Committee
  - Ramon is in the Leadership Mendocino Class of 2023 cohort!
    - On tourism day he will have to do the presentation with Travis
- **FUTURE AGENDA ITEMS** ↗ **Discussion**
  - Lots of action items upcoming but we will have to put a plea out there to make sure everyone is at the next meeting that will need approval
- **NEXT MEETING** ↗ **Discussion**
- Tentative: Thursday, October 13, 2022 at 2:00 PM
- **ADJOURN**  
KK 1<sup>st</sup> 2:53 PM