



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Wednesday, January 11, 2023, starting at 2:30 PM

PLACE: Little River Inn/Abalone Hall 7901 N. Hwy One Little River, CA 95456

• CALL TO ORDER 2:31 PM

• ROLL CALL

BOARD MEMBERS

- Scott Connolly (SC)
- Brett Schlesinger (BS)
- Makenzie Blaylock (MB)**
- Kasie Gray (KG)
- Katrina Kessen (KK)
- Elizabeth Cameron (EC)
- Cab Boettcher (CAB)**
- Tawny MacMillan (TM)**
- Raakesh Patel (RP)
- 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
- Present Absent
- Present Absent

TITLE

- CHAIR**, Medium Lodging Operator; Coastal Food & Beverage
- Winery/Winegrower
- TREASURER**, Regional Promotional; Inland At Large
- Arts Organization/Attractions
- Large Lodging Operator; Coastal
- 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
- 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: MARCUS MAGDELENO, JON GLIDEWELL, CALLY DYM, JITU ISHWAR, MARTHA BARRA, STUART MARCUS, MELODIE HILTON, CAROLE BRODSKY, JO BRADLEY, MARI RODIN, RICHARD COOPER

FINANCE, FESTIVAL AND MARKETING COMMITTEE 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 Discussion Possible Action

KG 1st and KK 2nd Motion Carries and includes the slate of members as presented

- Christopher “Cab” Boettcher, Large Lodging Operator; Coastal
- Makenzie Blaylock, Winery/Winegrower
- Tawney MacMillan, Regional Promotional; Coastal

• Elect Slate of Executive Officers for 2022 Discussion Possible Action

KG 1st and BS 2nd Motion Carries

- Scott Connolly, Chair of the Board
- Brett Schlesinger, Vice Chair of the Board
- Kasie Gray, Treasurer of the Board
- Christopher “Cab” Boettcher, Secretary of the Board

- **Committee Membership:**

- Elect slate of committee chairs for 2023 Discussion Possible Action

- KG 1st and MB 2nd Motion Carries

- Personnel Committee Chair, Scott Connolly
- Organizational Development Chair, Brett Schlesinger
- Finance Committee Chair, Kasie Gray
- Ad Hoc Bylaws Committee Chair, Scott Connolly
- Marketing Committee Chair, Cally Dym
- Festival Committee Chair, Makenzie Blaylock
- Visitor Services Chair, Jon Glidewell

- Approve committee members as listed: Discussion Possible Action

- KG 1st and MB 2nd Motion Carries

Executive Committee

Scott Connolly, Chair

Brett Schlesinger, Vice Chair

Christopher “Cab” Boettcher, Secretary

Kasie Gray, Treasurer

Katrina Kessen

Travis Scott, VMC Executive Director

Festival Committee:

Mackenzie Blaylock, CHAIR

Tom Yates

Gregg Lamer

Terrie Swift

Tawny MacMillan

Katrina Kessen

Janis MacDonald, VMC Festival Coordinator

Marketing Committee:

Cally Dym, Chair

Christopher “Cab” Boettcher

Elizabeth Cameron

Alyssum Weir

Raakesh Patel

Brett Schlesinger

Kasie Gray

Julie Golden

Ramon Jimenez, VMC Marketing Manager

Finance Committee:

Kasie Gray, Chair/Treasurer of the Board

Scott Connolly

Brett Schlesinger

Travis Scott, VMC Executive Director

Visitor Services:

Jon Glidewell, Chair

Jo Bradley

Scott Connolly

Rakesh Taneja

Terrie Swift

Jamie Peters-Connolly, VMC Partner

Relations & Communications Mgr

Personnel Committee:

Scott Connolly, Chair

Christopher “Cab” Boettcher

Kasie Gray

Travis Scott, VMC Executive Director

Organizational Development:

Brett Schlesinger, Chair

Scott Connolly

Christopher “Cab” Boettcher

Jennifer Seward, VMC Development

Manager

Ad Hoc Bylaws Committee:

Scott Connolly, Chair

Kasie Gray

Brett Schlesinger

Christopher “Cab” Boettcher

Travis Scott, VMC Executive Director

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

- Approval of Proposed Board & Committee 2023 Meeting Schedules

- KK 1st and KG 2nd Motion Carries

- Board of Directors: 2nd Thursday/Month: 2:00 PM
- Festival Committee: 1st Tues/Month: 10:00 AM
- Marketing Committee: 1st Tues/Month: 10:00 AM
- Finance Committee: 1st Tues/Month: 12:00 PM
- Visitor Services: Quarterly, TBD
- Personnel Committee: As Needed
- Ad Hoc Bylaws Committee: As Needed
- Organizational Development: Quarterly, TBD
- Executive Committee: 1st Tues/Month: 12:00 PM

- **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: 11/10/22 | **See Attachment** | Approve
- KG 1st and BS 2nd Motion Carries

- **MARKETING & FESTIVAL COMMITTEE UPDATE** Discussion Possible Action
 - FESTIVAL CHAIR COMMENTS: MB: Happy and excited to join the Team
 - MARKETING CHAIR COMMENTS: CD: Echo Caroline's appreciate Travis and his VMC Team
 - Meeting Minutes: 12/6/2022 | **See Attachment** | Approve
 - TM 1st and MB 2nd Motion Carries
 - Brand Launch Updates:
 - RJ: We are excited to be launching. Anew brand and are pending the finalizing of the website. Hoping within the next 2 months we will be getting ready to launch
 - PR Report
 - TRS: Table for tomorrow
 - Festival(s) Update
 - JM: We are just getting ready for Seafood & Sips festival which used to be wine, crab, and beer days. Givesd us the ability to be more inclusive.
 - Seafood & Sips Analytic
 - Wellness Campaign
 - JC: Second year we are promoting wellness and much larger than last year. A big thank you to the cannabis industry.
 - Room to Roam Analytics | **See Attachment**
 - Google Analytics
 - 14.5K clicks
 - 1.37M Impressions
 - Avg CPC \$0.17
 - Social Media Analytics | **See Attachment**
 - 2.5M impressions
 - 42,000+ engagements
 - Website Analytics | **See Attachment**
 - Dec vs Dec Up 4.96% 32,951 vs 31,395
 - San Jose
 - San Francisco
 - Sacramento
 - Los Angeles Nov vs Dec
 - Down 8.23% (32,951 vs 35,908)
 - Booking Link | **See Attachment**
 - 799 searches
 - 600 referrals-Routing 5 ads routing to ticket buying pages (not routing through VMC)

- **FINANCE COMMITTEE UPDATE** Discussion Possible Action
 - FINANCE CHAIR COMMENTS: KG: Happy everyone came here
 - Meeting Minutes: 12/7/22 | **See Attachment** | Approve
 - a. MB 1st and SC 2nd Motion Carries
 - November 2022 Financials | **See Attachment** | Approve
 - a. SC 1st and BS 2nd Motion Carries
 - b. Review Cash Flow Spreadsheet
 - Presentation: Fiscal Year 2023/2024 Budget | **See Attachment** | Approve
 - a. MB 1st and BS 2nd Motion Carries
 - b. Marcus: has the match from the county changed? Should separate incorporated vs cooperated

c. TRS: We need to budget without the county

• **VISITOR SERVICES UPDATE** Discussion Possible Action

• VISITOR SERVICES CHAIR COMMENTS:

- a. JG: Have lots of fun things coming our way. Looking forward to being apart of the next year.
- b. KK: Ukiah has received a condition designation from VCA to become a Visitor Center. Looking at a 5 year contract starting July 1st

• Visitor & Resident Sentiment Survey(s)

- JC: We will get a full briefing tomorrow, but the residents love the outdoors, activities, and they recognize the benefits with tourism. High awareness of VMC. Most visitors are from Northern California. Visitors want an authentic experience, and we need to push music and art. Also concerned about the environment.

• Gateway Sign Project

- JC: Jo and Jamie have been getting out there to pick locations and have started finding manufacturers for the signs.

• Fuller Digital Media Project

- JC: They did a family video that already went out and next is a video of college friends getting back together, then grandparents and grandkids coming back together.

• Meet & Greet Series

- JC: About 15-20 people have come out to these. We discussed quarterly instead of every other month meetings. Working to create cross promotion opportunities.

• **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action

• 22/23 Q1 Report Draft | *See Attachment* | Approve

- a. BS 1st and KG 2nd Motion Carries
 - Also wants to thank members of our board and committees for being a part of this meeting.

• **FUTURE AGENDA ITEMS** Discussion

• **NEXT MEETING** Discussion

Tentative: Thursday, February 09, 2023, at 2:00 PM

• **ADJOURN**

- a. KG 1st and MB 2nd Motion carries 3:27 PM

NOTE TO ALL BOARD MEMBERS (STRONGLY ENCOURAGED) AND STAFF (REQUIRED):

Please note and share with your staff that County Counsel Christian Curtis is offering the following training:

Brown Act & Ethics

Wednesday, January 25, 2023 9:00 AM -11:00 AM

This training will be held via Teams. If you are interested, please email the following information to **Julianna Chapman**, Legal Services Supervisor at chapmanj@mendocinocounty.org:

- Name
- Entity
- Address
- Phone Number

A link will be sent to those registered prior to the training.

***Please note that to receive a certificate, you must participate in the full 2-hour training.**

Each participant must be registered with their name and e-mail address prior to the training so that a Certificate of Completion can be provided.

Just as a reminder, all future trainings are posted on our public website. The link is listed below:

<https://www.mendocinocounty.org/government/county-counsel/upcoming-trainings>