



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, January 14, 2020 starting at 9:00 AM

PLACE: Glendeven Lodge, 8205 North, CA-1, Little River, CA 95456

***CALL-IN LOCATIONS: None**

*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.

1. CALL TO ORDER

9:48 AM

2. ROLL CALL

BOARD MEMBER

Jennifer Seward (JS)

Cally Dym (CD)

Bernadette Byrne (BB)

Jamie Peters Connolly (JC)

Sharon Davis (SD)

Jitu Ishwar (JI)

Jan Rodriguez (JR)

Martha Barra (MB)

Open Seat

Brett Schlesinger (BS)

Scott Connolly (SC)

ATTENDANCE

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

TITLE

At Large

Large Lodging Operator; Coastal

Winery/Winegrower

Arts Organization/Attractions

Regional Promotional; Coastal

Large, At-Large Lodging Operator; Inland

Large Lodging Operator; Inland

Small Lodging Operator; Coastal

Regional Promotional; Inland

Food & Beverage

Medium Lodging Operator; Coastal

STAFF MEMBER

Travis Scott (TS)

Alison de Grassi (ADG)

Katrina Kessen (KK)

Emily Saengarun (ES)

Ramon Jimenez (RJ)

Kathy Janes (KJ)

Daphne Haney (DH)

ATTENDANCE

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

Present Absent

TITLE

Executive Director

Director of Marketing and Media

Stakeholder and Partner Relations Manager

Administrative Services Manager

Marketing and Sales Coordinator

Administrative Services Assistant

Contractor/Accountant

INTRODUCTION OF GUESTS

Richard Cooper

John Glidewell

John Dixon

3. 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.

None

4. Welcome New Board Members

- Jamie Peters Connolly, Arts Organization/Attractions
- Brett Schlesinger, Food & Beverage

5. Elect Slate of Executive Officers for 2020 Discussion Possible Action

SD motioned for approval of Slate as shown, MB 2nd, voice vote called; ayes have it, motion passes.

- Cally Dym, Chair of the Board
- Jennifer Seward, Vice Chair of the Board

- Scott Connolly, Treasurer of the Board
- Bernadette Byrne, Secretary

6. Committee Membership

- Elect Slate of Committee Chairs for 2020 Discussion Possible Action
BB motioned for approval of Slate as shown, SD 2nd, voice vote called; ayes have it, motion passes.
 - Personnel Committee Chair, Cally Dym
 - Organizational Development Chair, Jennifer Seward
 - Finance Committee Chair, Scott Connolly
 - Ad Hoc Bylaws Committee Chair, Cally Dym
 - Marketing Committee Chair, Scott Connolly
 - Festival Committee Chair, Bernadette Byrne
 - Visitor Services Chair, Sharon Davis

- Approve committee Members as listed: Discussion Possible Action
SD motioned for approval of Slate as shown, MB 2nd, voice vote called; ayes have it, motion passes

Personnel Committee

Cally Dym, Chair
 Jennifer Seward
 Jitu Ishwar
 Staff: Travis Scott

Organizational Development Committee

Jennifer Seward, Chair
 Cally Dym
 Sharon Davis
 Staff: Travis Scott

Finance Committee

Scott Connolly, Chair
 Cally Dym
 Jennifer Seward
 Staff: Travis Scott

Marketing Committee

Scott Connolly, Chair
 Cally Dym
 Bernadette Byrne
 Susie Plocher
 John Dixon
 Alyssum Weir
 Jennifer Seward
 Brett Schlesinger
 Staff: Travis Scott &
 Alison de Grassi

Ad Hoc Bylaws Committee

Cally Dym, Chair
 Jitu Ishwar
 Jennifer Seward
 Bernadette Byrne
 Staff: Travis Scott

Festival Committee

Bernadette Byrne, Chair
 Jamie Peters Connolly
 Martha Barra
 Tom Liden
 Tom Yates
 Greg Lamer
 Kevin Brutocao
 Staff: Travis Scott &
 Katrina Kessen

Visitor Services Committee

Sharon Davis, Chair
 Jamie Peters Connolly
 Sharon Davis
 Jon Glidewell
 Rakesh Taneja
 Scott Connolly
 Staff: Katrina Kessen

7. Board & Committee Meeting Schedules Discussion Possible Action

- Approval of Proposed Board & Committee 2020 Schedules
BB motioned for approval of Meeting Schedules as shown, MB 2nd, voice vote called; ayes have it, motion passes
 - Board of Directors: 2nd Tues/Mnth - 1:00 PM
 - Festival Committee: 1st Tues/Mnth - 10:00 AM
 - Marketing Committee: 1st Tues/Mnth - 11:00 AM
 - Finance Committee: 1st Tues/Mnth - 12:30 PM
 - Visitor Services: Quarterly
 - Personnel Committee: As Needed
 - Ad Hoc Bylaws Committee: As Needed
 - Organizational Development: Quarterly

8. 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.

- REVIEW/APPROVE, Minutes December 10, 2019 Meeting
- REVIEW/APPROVE, November 2019 Financials

MB motioned for approval the consent agenda as shown, SC 2nd, voice vote called; ayes have it, motion passes

9. MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 2/4/2020 AT 11:00 AM)

- Nothing at this time




10. FESTIVAL COMMITTEE UPDATE

(NEXT MEETING: 2/4/2020 AT 10:00 AM)

- Nothing at this time

11. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: 2/4/2020 AT 12:30 PM)

- Treasurer Report (JS unable to attend) | RC – reserves expended, plan to pull from this year’s budget to put VMC back in line. Line of credit is very common in companies such as VMC.
- Approval to update CFCU signature cards, removing John Kuhry adding Scott Connolly  **Possible Action**
SD motioned for approval, MB 2nd, voice vote called; ayes have it, motion passes
- Explanation of “Unrestricted Net Assets”
- The Finance Committee recommends to the Board a 2-part action:
 1. Visit Mendocino County (VMC) opening a Savings Account at the Saving Bank of Mendocino County, using funds from their restricted Contingency Savings Account to open said account.  **Possible Action**
SD motioned for approval, BB 2nd, voice vote called; ayes have it, motion passes
 2. VMC securing a \$200,000 Line of Credit through the Savings Bank of Mendocino County, using the newly opened Savings Account as collateral. Including the stipulation VMC staff may only access said Line of Credit with prior approval from the Finance Committee.  **Possible Action**
BB motioned for approval, SD 2nd, voice vote called; ayes have it, motion passes

12. VISITOR SERVICES COMMITTEE UPDATE

(NEXT MEETING: 2/20/2020 AT 3:00 PM)

- Nothing at this time

13. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

- Nothing at this time

14. EXECUTIVE DIRECTOR REPORT Discussion Possible Action

- REVIEW/APPROVE, Quarterly Report July-Sept 2019 (Quarter 1) | **See Attachment**
MB motioned for approval, SD 2nd, voice vote called; ayes have it, motion passes
- REVIEW/APPROVE, Strat Plan Updates
 - Add: FOCUS Objectives · Bid assessment growth at 5% over average of top 3 “rural, Northern California,” competitors | Group discussion: what are the comparable? What Counties are similar to ours? RC – What is driving dollars?

15. FUTURE AGENDA ITEMS Discussion

Staff come up with 3-5 County Competitors, BID data comparatives.

16. NEXT MEETING Discussion

Tentative: Tuesday, February 11, 2020 at 1:00 PM **SET: Tuesday, February 4, 2020 at 2:00 PM**

17. ADJOURN

SD called at 10:43 AM