VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, October 8, 2026, starting at 1:00 PM

PLACE: Goldeneye Winery, 9200 Hwy 128, Philo, CA 95466

- **CALL TO ORDER**
  - **Kasie called the meeting to order at 1:07pm**

- **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)	☐ Present x Absent	**TREASURER** Medium Lodging Operator
Alina Reyes (AR)	x Present ☐ Absent	**SECRETARY** Small Lodging Operator
Jon Glidewell (JG)	x Present ☐ Absent	Large Lodging Operator, At-Large
Jitu Ishwar (JI)	☐ Present x Absent	Large Lodging Operator; Inland
Cab Boettcher (CB)	x Present ☐ Absent	Large Lodging Operator; Coastal
Julie Golden (JG)	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

d

STAFF/CONTRACTORS:	ATTENDANCE	TITLE
Scott Schneider (SS)	x Present ☐ Absent	Interim Executive Director
Ramon Jimenez (RJ)	☐ Present x Absent	Director of Operations
Jamie Peters-Connolly (JC)	☐ Present x Absent	Partner Relations & Communications Manager
Melodie Hilton (MH)	☐ Present x Absent	Director of Public Relations
Janis MacDonald (JM)	☐ Present x Absent	Festival Coordinator

INTRODUCTION OF GUESTS: MARCUS MAGDALENO

- **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.

- **BID Ordinance Changes** ☑ **Discussion** ☑ **Possible Action**
  - Historical Perspective
  - Current Challenges
  - Proposed BID Ordinance Changes
  - Timeline and Next Steps
    - The meeting focused on the future structure and governance of Mendocino County's tourism marketing organization, currently MCTC/VMC, in light of past funding cuts and the desire to regionalize marketing efforts. Scott provided a detailed history of the Lodging Association, the formation of both VMC and MCTC, the role of Civitas, and the evolution of the BID and county involvement.
    - The board discussed three main options: maintaining the status quo of the 1% countywide BID and the annual renewal, amending the current bylaws (with significant legal and logistical challenges due to the statutory membership structure), or forming a new nonprofit to oversee regionalized marketing with benefit zones.
    - Emily from Civitas explained the legal risks and requirements around bylaw changes, member voting, and the possibility of forming a new, non-member-based nonprofit.

- Scott proposed implementing a regional benefit zone approach for Mendocino County tourism marketing, where different geographic areas would have localized control over marketing funds while maintaining a county-wide bid structure. He argued that Mendocino County represents multiple distinct tourism markets requiring specialized marketing approaches, citing examples like Fort Bragg and Ukiah's unique challenges as the county seat. The discussion focused on how this regionalization would allow benefit zones to allocate funds based on their specific target markets and marketing needs, with VMC potentially providing services to these regions rather than making top-down decisions.
- Board members debated the pros and cons of regionalization, the need for a strong countywide umbrella organization, and concerns about weakening VMC's central role. After extensive discussion, the board moved toward forming a new nonprofit to regionalize marketing, while also considering sending out a bylaw amendment ballot as a parallel effort. The conversation ended with plans to form a Steering Committee to develop the structure and bylaws for the new entity as well as proposed changes to the BID Ordinance to present to the county.
- The Steering Committee will be made up of one representative from each of the main 5 regions.
    a. Jon Glidewell representing Fort Bragg
    b. Cally Dym representing Mendocino/Little River
    c. Cab Boettcher representing the South Coast
    d. Marcus Magdaleno representing Anderson Valley
    e. Jitu Ishwar representing the 101 Corridor
    f. Scott Schneider – staff support
- Jon made a motion to move forward with the formation of a Steering Committee authorizing them to work with Civitas to amend the by-laws and, eventually, the BID Ordinance, in order to move to a regional structure creating regional benefit zones allowing each region to determine the assessment percentage it will assess itself as well as the amount(s) to be utilized by VMC to continue countywide marketing efforts. A ballot will be mailed to membership to adopt the by-law changes. At the same time, Scott will work with Civitas and the Steering Committee in establishing a new non-profit in case there is not a 1/3 response from membership. Tawny 2nd the motion.
    a. The motion passed with one 6 "ayes" and 1 "naye"
- Next Steps:
    a. Scott to work with Civitas amending the current by-laws to implement changes as approved in the 26-27 BID Annual Report as well as the creation of Regional Benefit Zones and the related representation.
    b. Scott to work with Civitas in the creation of a "ballot" to mail to membership in order to amend the current by-laws and keep the MCTC organization.
    c. Civitas to further modify the current BID Ordinance to account for the Regional Benefit Zones and related representation to present to the Steering Committee for approval and submission to the county BOS.
    d. Civitas to begin process of forming a new non-profit should it be necessary if by-law changes are not approved by membership
    e. Scott to convene Steering Committee once draft documents are ready for review by the Steering Committee – ideally by the beginning of November.
    f.

- **CLOSED SESSION ☑ Discussion ☑ Possible Action**
    - **None**
- **FUTURE AGENDA ITEMS ☑ Discussion**
    - **None**
- **NEXT MEETING ☑ Discussion**
    - Tentative: Thursday, November 12, 2026 at 1:00 PM
- **ADJOURN**

    - **Cab motioned to adjourn at 3:06pm. Roxanne Seconded.**