



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, November 10, 2022, starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/88318245324>

*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

Scott Connolly (SC)
 Cally Dym (CD)
 Bernadette Byrne (BB)
 Kasie Gray (KG)
 Katrina Kessen (KK)
 Elizabeth Cameron (EC)
 OPEN SEAT
 OPEN SEAT
 Raakesh Patel (RP)
 OPEN SEAT
 Brett Schlesinger (BS)

ATTENDANCE

X Present Absent
 Present X Absent
 X Present Absent
 X Present Absent
 X Present Absent
 Present X Absent
 Present Absent
 Present Absent
 Present X Absent
 Present Absent
 X Present Absent

TITLE

CHAIR, Medium Lodging Operator; Coastal
VICE CHAIR, Large Lodging Operator; Coastal
SECRETARY, Winery/Winegrower
TREASURER, Regional Promotional; Inland
 At Large
 Arts Organization/Attractions
 Regional Promotional; Coastal
 Large, At-Large Lodging Operator
 Large Lodging Operator; Inland
 Small Lodging Operator
 Food & Beverage

STAFF/CONTRACTORS:

Travis Scott (TS)
 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
 Administrative Assistant
 Marketing & Sales Manager
 Partner Relations & Communications Manager
 Marketing & Communications Coordinator
 Festival Coordinator
 Project Coordinator

INTRODUCTION OF GUESTS:

- **CHAIR'S COMMENTS:** SC: Is on mute because there is construction.
- **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.
 - Meeting Minutes October 13, 2022 | **See Attachment**
 - BB 1st and KK 2nd Motion Carries
- **FINANCE COMMITTEE UPDATE** Discussion Possible Action
 - FINANCE CHAIR COMMENTS:

- September 2022 Financials| **See Attachment** |Approve
 - Review Cash Flow Spreadsheet
 - BB 1st and KK 2nd Motion Carries

- **FESTIVAL & MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
 - FESTIVAL CHAIR COMMENTS:
 - MARKETING CHAIR COMMENTS:
 - Festival Committee Resignation
 - Tom Liden – **See Attachment**
 - Brand Launch Media Outlet Research
 - TRS: We are going to bring back info for the team in our December meeting. Rather than doing a 1-month campaign we are thinking a quarter long launch.
 - PR Report
 - TRS: Spectacular Year. Harvest Festival Brought a lot of people in. Steve La Rosa from Sacramento, Kim Westermann from Forbes, 7x7, Travel and Leisure, Vogue magazine, food and travel. Marijuana venture. Ko is on her way to Visit California in Seattle. The next media mission is in April in LA. We have completed 5 months with 469 total placements, 314 million dollars in ad equivalency and over a billion impressions, 13 of 18 FAMs done but we haven't counted harvest or seafood. We will be at 2 projected trade shows. Media doesn't want to come to wine events. We are going to try and move away from all the wine events at this point. Media only events that are short and sweet like speed dating style would be there interest for FAMs right now.
 - Get Your Glass Over Here Commercial – *See Attachment*
 - TRS: New commercials will be here in January but for right now everyone should go watch this campaign.
 - Festival Updates
 - JM: Right in the middle of Harvest 10-day festival and we are off to a great start so far, we have several things going on in the week which has drawn in crowds. Jamie is lead on Wellness month in January. Seafood and Sips so far is going well, and we should be able to get Seafood and Sips done hopefully at the end of the week. Lots more lodging engagement in Seafood & Sips.
 - Move Meet N Greets to Tuesdays either December or starting January
 - Q1 2023 Television and Radio Contracts
 - October 22 vs October 21Up 11.05% 46,781 vs 42,127October vs September Up 6.43% 46,781 vs 43,954
 - Top Cities: SF, San Jose, Sacramento, LA
 - Room to Roam Analytics – *See Attachment*
 - Room to Roam: 21,712 clicks, CPC \$0.34
 - Social Media Analytics – *See Attachment*
 - Social Media: 5.7M Impressions, 51,558 engagements
 - Website Analytics – *See Attachment*
 - RJ: Google Ads: 1.4k clicks, 1.94M Impressions, Avg CPC \$0.21
 - Booking Link – *See Attachment*
 - RJ: Book Direct: 1,219 searches, 916 Referrals

- **VISITOR SERVICES UPDATE** ✓ Discussion ✓ Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Visitor & Resident Survey Analysis
 - i. JC: We just got 100 pages of power point draft. A lot of good response and feedback.
 - Gateway Signage State
 - i. JC: Looks like most of the spots are going to be Caltrans land but we are looking at doing private owned land for some and we want to use metal signs.
 - ii. TRS: Working with Visit Ukiah on new gateway signs and they have been working with a local

engineer, Rein Alexander. So now we can get together and start working on a sign.

- Grant Program Launch
 - i. JC: We are officially launching in January. Then we will have a push so everyone knows. The low end is 500 and the max is 3000
- **EXECUTIVE DIRECTOR REPORT** ↕ **Discussion** ↕ **Possible Action**
 - BID/Match information, research and conversations continue
 - TRS: It continues with Civitas
 - ED/VMC Bible for Executive Committee
 - TRS: Still working on this for the committee but it has been put on hold as Harvest approaches but will push on soon.
 - Festival(s)
 - Office/Storage Changes
 - TRS: As of Monday, we are no longer using an off-spot storage unit, we have moved the conference room to the back, and created a J suite which is a room of desks.
 - Accounting Transition
 - TRS: Everything has been super smooth and happy the flow is moving so well.
 - Humboldt County BoS presentation on behalf of NCTC
- **FUTURE AGENDA ITEMS** ↕ **Discussion**
 - TRS: As we are moving into a new calendar year, we have our board training January 12 at Little River Inn, but we are losing BB because she is going to retire. We are also losing Caly to move to the BID Advisory Board.
- **NEXT MEETING** ↕ **Discussion**
- Tentative: Thursday, December 08, 2022 at 2:00 PM

- **ADJOURN** BB Made Motion at 3:20 PM