



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, December 11, 2025, starting at 2:00 PM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

Mendocino Coast Healthcare Foundation 130 N Main Street, Fort Bragg, CA 95437

- **CALL TO ORDER**

- **ROLL CALL 2:03pm**

BOARD MEMBERS	ATTENDANCE	TITLE
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	CHAIR Food & Beverage
Cab Boettcher (CB)	X Present <input type="checkbox"/> Absent	VICE CHAIR Large Lodging Operator; Coastal
Tawny MacMillan (TM)	X Present <input type="checkbox"/> Absent	SECRETARY Regional Promotional; Coastal
Kasie Gray (KG)	X Present 2:09PM <input type="checkbox"/> Absent	TREASURER , Regional Promotional; Inland
Raakesh Patel (RP)	<input type="checkbox"/> Present X Absent	Large Lodging Operator; Inland
Ian Roth (IR)	X Present <input type="checkbox"/> Absent	Medium Lodging Operator; Coastal
Alina Reyes (AR)	X Present <input type="checkbox"/> Absent	Small Lodging Operator
Julie Golden (JG)	<input type="checkbox"/> Present X Absent	Winery/Winegrower
Melodie Hilton (MH)	X Present <input type="checkbox"/> Absent	At Large
Roxanne Perkins (RP)	X Present <input type="checkbox"/> Absent	Arts Organization/Attractions
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator

STAFF/CONTRACTORS:	ATTENDANCE	TITLE
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Executive Director
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Support Specialist
Lisa Batson (LB)	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)	<input type="checkbox"/> Present X Absent	Marketing & Communications Coordinator
Janis MacDonald (JM)	X Present <input type="checkbox"/> Absent	Festival Coordinator
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Development Manager

INTRODUCTION OF GUESTS:

STAFF 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.

- **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.

- October 16, 2025 Meeting Minutes | **See Attachment** | **Approve**

1st AR and 2nd MH

Motion approved

- **ITEMS FOR DISCUSSION** ☒ Discussion ☒ Possible Action

- Public Relations – Discussion

RJ: Marketing commity spoke about potential RFP, open to discussion. As we are moving towards the new BID we would like to contiune to work with Koleen until next fiscal year, to help us through our BID.

CB: It behoves the board to do diligets and make sure we are checking out our competition and seeing who else there is. It is Ramon decision to know what to do but the board is able to give suggestions.

RJ: We are willing to put out a RFP just to see what else is there. The more options we have the better.

- Board Meeting time change – Discussion

RJ: as we are aproching another year we are willing to change the timing is there a time that works better for everyone else. Does this time work best or would another time work better.

KG: Would love meeting to be done before 2PM

IR: Agrees for an earlier meeting

MH: 1pm please, please send out a dootle poll.

RJ: 12? 12:30? Or 1PM?

TM: Can we make meetings not for event weekends.

1st KG: makes a motion to change meetings to 1 PM on the second Thursday every other month

2nd TM

Motion Approved

- **MARKETING COMMITTEE UPDATE** ☒ Discussion ☐ Possible Action

- MARKETING CHAIR COMMENTS:

- Festival(s) Update

JM: Excited about the Jan 31st Sparkling Wine and Oyster Celebration and it is looking like the Feb Crab Cake Cook Off is shaping up nicely. Feb 14th White Wine Weekend. March Whale Festival and April Almost Frienge.

Seafood and Sips Brouchures are being passed out and we send 2,000 to Certified to be distributed in the airports (Santa Rosa, Oakland and Sac) and another 2,500 was distributed throughout the County.

TM: A little over 50% sold for Crab Cake Cook-Off, up to 6 states of where people are coming from.

- Holiday and Winter Promotion

RJ: The Lit Boat Parde was a success, business were very happy. This past weekend was parades and tree lighting across the county there was a lot of social media posts and all locations looked full and parades were long! We will continue to help ramp up promotions to help with the slow time between Thanksgivng and Christmas in years to come.

- Whale Festivals

JM: See above.

- PR Report | ***See Attachment***

JPC: Gabe Saglie was just here on the coast doing a live broadcast.

Key placements all over the place, 7x7, boston harrold.. etc.

“Table for Two Romance” is our new press release coming up for Valentines

RJ: We had a really great freature from Sunset – lodging, attractions and other businesses

JPC: PR company of Harbor House are in the final of Knife Edge on Apple TV

The Roses: Mendocino was featured.

- PR Comparison | ***See Attachment***

- Programmatic Analytics | ***See Attachment***

LB: We had just about 25.5k clicks and 2.18M impressions at an average Cost Per Click of \$0.10 Per Click

- Social Media Analytics | ***See Attachment***

LB: Nov Socials Generated about 1.8M impressions and about 2.6k engagements

Ran campaigns for Holidays in Mendocino and Magic is real Meta

Website Analytics | ***See Attachment***

LB: 66k visitors (compared to 54k visitors last year)

People spent an average time of 1:27

Bounce rate was around the same as last month at 66%

- Booking Link | ***See Attachment***

LB: Searches were the same as last month right around 5,700

Referrals are down to 774 from last month which was around 912

IR: Canadian PR question about doing a bit more of a push to get more of their tourism back into the US

JPC: Visit CA is working on this

MH: 60% of our tourism is coming directly from CA.

RJ: Visit CA vs VMC doing marketing would be more worth it.

CB: brought up some notes from CA lodging

- **FINANCE COMMITTEE UPDATE** ☒ Discussion ☒ Possible Action

- FINANCE CHAIR COMMENTS:

- October 2025 Financials | ***See Attachment*** | **Approve**

1st IR and 2nd RP - Motion Approved

- Q1 FY 25/26 Collections

CB: Had a question about sustainability.

KS: Sustainable, but not ideal

RJ: We need to get the DIB passed, we are able to work on a much smaller budget, but it is not ideal.

- Annual Audit

RJ: We should have a draft audit to present at the Feb meeting. JJA CPA out of Fort Bragg is who is doing out Audit. This is a requirement per our County Contract.

- **VISITOR SERVICES UPDATE** ☒ Discussion ☐ Possible Action

- VISITOR SERVICES CHAIR COMMENTS:

- Gateway Signage Update

JPC: waiting for a signature from the County to get everything back and add to the Board of Supervisors consent agenda.

- Stakeholder Meeting

JPC: Got pushed back because we are still looking for a venue, on the coast and looking forward to give about a 6-week notice.

- **EXECUTIVE DIRECTOR REPORT** ☒ Discussion ☐ Possible Action

- Marketing District Plan Update

RJ: We are at 42% with one signed petition and another one with a verbal agreement, but looking forward to making a big push before the holidays. A couple of places have actually changed their votes from no's to yes's.

We are still working on North Clif Hotel, Holiday Inn Express (Ft.Bragg), Seafoam lodge, Beachcomber Group

- **FUTURE AGENDA ITEMS** ☒ Discussion

Updated committee and appointed chair

- **NEXT MEETING** ☒ Discussion

- Tentative: Thursday, February 12, 2025, at 2:00 PM

RJ: Meeting is changing to Thursday, February 12, 2026, at 1:00PM

- **ADJOURN** by IR 3:04 PM