



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, December 14, 2023 | START TIME: 2:00 PM

PLACE: Little River Inn – The Abalone Room, 7751 Hwy 1, Little River, CA 95456

and

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

and

ZOOM: <https://us02web.zoom.us/j/89914359861>

• CALL TO ORDER: 2:08 PM

• ROLL CALL:

BOARD MEMBERS

- Brett Schlesinger (BS)
- Cab Boettcher (CAB)
- Kasie Gray (KG)
- Makenzie Scalabrini (MS)
- Katrina Kessen (KK)
- Elizabeth Cameron (EC)
- Tawny MacMillan (TM)
- Raakesh Patel (RP)
- OPEN SEAT
- OPEN SEAT
- OPEN SEAT

ATTENDANCE

- X Present  Absent
- X Present  Absent
- X Present  Absent
- Present X Absent
- Present X Absent
- Present X Absent
- X Present  Absent
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- Present  Absent

TITLE

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

STAFF/CONTRACTORS:

- Ramon Jimenez (RJ)
- Kathy Janes (KJ)
- Lisa Batson (LB)
- 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 Manager
- Partner Relations & Communications Manager
- Marketing & Communications Coordinator
- Festival Coordinator
- Development Manager

INTRODUCTION OF GUESTS:

MADELINE CLINE, RUNNING FOR 1<sup>ST</sup> DISTRICT

MATT TALBERT, LEFT COAST SEAFOOD

CALLY DYM, LITTLE RIVER INN

• 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: 10/12/23 | See Attachment | Approve  
No Quorum

# VISIT MENDOCINO

- **FINANCE COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
- FINANCE CHAIR COMMENTS:
  - Financial Statements | **See Attachment(s)** | **Approve**
    - October 2023
  - Review the Cash Flow Spreadsheet
  - Brett Schlesinger's signature is required to add Ramon Jimenez to accounts as a signor
  - MCTC Audit scheduled for December 12-15
- **MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
- MARKETING CHAIR COMMENTS:
  - Festival(s) Update
    - JM: successful Harvest Festival and the Mushroom Train both went well. Taste was not as well attended as the Train. Waiting for seafood and sips brochures. Crab Cake Cookoff has sold out. We have 3 media members coming. The sparkling event is coming along. Wellness Month is coming up in January as well. Ads are going out for seafood and sips and wellness. The sparkling event is going a little slow, but they think it will start to pick up soon.
    - MT: There was a winemaker dinner for the harvest festival with great marketing, which hit probably 20,000 people. Didn't sell to many people for marketing. Great event however wants to attract more people from out of town because it didn't hit.
    - KG: We need more events spaced out, nothing going on in the second half of December.
  - PR Report
    - JPC: We have Travel and Leisure magazine coming up, Influencer Kathryn McMan coming out, We have Kim Westerman, Besty Andrews, and Trevor Felch coming out for crab cake cook-off. Key placements in NBC LA, NBC Bay Area, World Atlas, Visit California, and Budget Travel. We have trade shows coming up soon Visit Cal and IBW.
  - Visit California Mixer Update
    - RJ: All the Northern CA Counties got invited to the Visit CA offices to present to their staff. So they presented to 89+ Staff, took games for winning wine.
    - LB: Great group of young people to build with
    - JPC: We are serving coro wine on the CA Plaza at IPW so it was good to network with Visit CA Personnel and Visit Mendocino was the most well-known. Very good learning experience.
  - The Cannabis Trail Co-op Campaign with Visit Oakland and Visit Humboldt
    - RJ: Jamie, Tavis, Lisa, and Ramon met with Brain Applegarth and they have created a cannabis trail So Humboldt and Oakland are willing to spend the same ad spend as we will be spending. We are hoping that Visit CA will also pay in.
    - JPC: When you get 3 DMOs through Visit CA they will help fund. The idea is we will help promote cannabis people in Oakland and Humboldt and we will be a hub spot to tap specific farm spots. There will also be a few event timelines. Hoping to launch in March or April.
  - Programmatic Analytics – *See Attachment*
    - 30,700 clicks, 390,000 impressions at an average \$0.08 CPC
  - Social Media Analytics – *See Attachment*
    - 1.7M impressions, 22k engagements
    - Magic is Real Campaigns: 8.3K clicks, \$0.39 CPC
    - Harvest 2023: 2.3K clicks, \$0.35 CPC
    - Taste Mendocino: 2.5K clicks, \$0.33 CPC
    - Mushroom Train: 1.2K clicks, \$0.18 CPC
  - Website Analytics – *See Attachment*

# VISIT MENDOCINO

- 50K Visitors  
3:01 Average time per visit  
Bounce rate 42%
- Booking Link – *See Attachment*
  - 1,600 searches vs 1,800 last month  
820 referrals vs 744 last month
- **VISITOR SERVICES UPDATE**  Discussion  Possible Action
- VISITOR SERVICES CHAIR COMMENTS:
  - Gateway Sign
    - JPC: Hoping to get these up by the end of June, we shall see
  - Visitor Guide and Pet Guide
    - JPC: Visitor Guide is being worked on we are working on adding the last section for gathering venues.
    - MM: The pet guide is in the final stages, just needs team approval
- **EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action
  - BID Conversion Update
    1. RJ: The county should have sent all the information to Civitas and next week we will get some data presented.
  - Strategic Plan
    1. RJ: Carl Robot and Ramon will be finalizing the information over the next few weeks and then we will start building the plan.
  - Board Elections Results:
    1. Medium Lodging Operator: Ian Roth - Seagull Inn (Mendocino)
    2. Small Lodging Operator: Alina Reyes - Piece of Paradise (Gualala)
- **FUTURE AGENDA ITEMS**  Discussion
- **NEXT MEETING**  Discussion  Possible Action

Tentative: Annual Meeting on February 29<sup>th</sup> – Date tentative at Emerald Sun thanks to Brett. We are doing a dinner the night before
- **ADJOURN KG 1<sup>st</sup> 2:47 PM**