

VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, February 12, 2026, starting at 1:00 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 1:02PM**

- **ROLL CALL**

BOARD MEMBERS	ATTENDANCE	TITLE
Cab Boettcher (CB)	X Present <input type="checkbox"/> Absent	Large Lodging Operator; Coastal
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Regional Promotional; Inland
Tawny MacMillan (TM)	X Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
Ian Roth (IR)	X Present <input type="checkbox"/> Absent	Medium Lodging Operator; Coastal
Jon Glidewell (JG)	X Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator
Jitu Ishwar (JI) 1:06 PM	X Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Alina Reyes (AR)	X Present <input type="checkbox"/> Absent	Small Lodging Operator
Julie Golden (JG) 2:03 PM	X Present <input type="checkbox"/> 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	Food & Beverage

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

INTRODUCTION OF GUESTS: CALLY COOMBS

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.
RJ: Hoping to move through quickly so we have enough time to get through the BID conversation.

- **SEATING OF NEW BOARD MEMBERS Discussion Possible Action**

- Jon Glidewell, Large Lodging Operator; At-Large
- Jitu Ishwar, Large Lodging Operator; InlandK
 - G 1st and MH 2nd *Motion Carries*

- **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.

- December 11, 2025, Meeting Minutes | **See Attachment** | **Approve**

- CB 1st and KG 2nd *Motion Carries*

- **APPROVE COMMITTEE MEMBERS AS LISTED** ✓ Discussion ✓ Possible Action

Marketing Committee:

- Cally Coombs, Chair
- Elyse Hopps
- Kelley Litle
- Tawny MacMillan
- Cab Boettcher
- Alyssum Weir
- Kasie Gray
- Julie Golden
- Alina Reyes
- Melodie Hilton
- Roxanne Perkins

Finance Committee:

- Treasurer, Chair
- Kasie Gray
- Jitu Ishwar

Visitor Services

- Jon Glidewell, Chair
- Jo Bradley
- Kevin Fleming
- Alina Reyes

Personnel Committee

- Chair of the board, Chair
- Kasie Gray
- Ian Roth

Organizational Development

- Vice Chair of the board, Chair
- Cab Boettcher
- Ian Roth

Ad Hoc Bylaws Committee

- Cally Coombs, Chair
- Jo Bradley

- MH 1st and KG 2nd *Motion Carries*

- **ELECT SLATE OF EXECUTIVE OFFICERS FOR 2025** ✓ Discussion ✓ Possible Action

- Chair of the Board JG: Recommend Kasie Gray
- Vice Chair of the Board JG: Tawny MacMillan
- Treasurer of the Board JG: Ian Roth
- Secretary of the Board JG: Alina Reyes

- JG 1st and CB 2nd *Motion Carries*

- **MARKETING COMMITTEE UPDATE** Discussion Possible Action

- MARKETING CHAIR COMMENTS:

- Festival(s) Update

JM: Seafood & Sips was Jan 30 – Feb 8 and both of the anchor events were a big hit and a great show out. Sparkling saw over 200 people and Crab Cake sold out.

TM: The event was beautiful and the event was sold out at 450. There were 15 chefs which is a record number and we had people from 14 different states and 85 percent of guests came from out of county. For the first time we had 3 donations of 20,000 and one of 25,000. We hit 250000 for the first time in all of the event. This weekend is the White Wine Festival in Anderson Valley expecting 500 or more guests through the weekend.

- Seafood & Sips

- Whale Festivals

JM: There will be a lot of fun things happening in March and there have been numerous events added for the month. The goal is to get people to stay in town longer so it is a process to keep them here longer with events all month through the weekends. We have added a mocktail trail with 6 ins serving small bites and serving mocktails.

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

JPC: We sent out a report on attachments which comes out every 2 months so we will see it in March next we were in Travel and Leisure, Sunset, and Forbes magazine and we had 3 judges up for crab cake cook off and one article has already come out in Forbes. We have 3-4 FAMs coming up soon. With more to come from Ko. We also are adding an influx of influencers and we have a whale email coming out in the next week.

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

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

LB: We had just under 38.7k (up about 8,700 from last month) clicks and 4M (up about 1M from last month) impressions at an average Cost Per Click of \$0.6 Per Click

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

LB: Jan Socials Generated about 2.7M impressions and just over 6k engagements

We ran campaigns for Magic is real, Seafood and sips, Sparkling wine and oyster, White Wine Weekend, and Whale Festival

- Website Analytics | ***See Attachment***

LB: Just about 99k visitors

People spent an average time of 1:24

Bounce rate was at 72%

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

LB: Searches were up from 5,600 in Dec to 8,200 in January.

Referrals were also up to 1,100 from the previous month which was around 789.

- **FINANCE COMMITTEE UPDATE** Discussion Possible Action

- FINANCE CHAIR COMMENTS:

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

- IR 1st and AR 2nd *Motion Carries*

- Annual Audit

RJ: We have already completed the audit mid-December, but we have not received the final audit yet so hopefully we can review in the next meeting.

- **VISITOR SERVICES UPDATE** Discussion Possible Action

- VISITOR SERVICES CHAIR COMMENTS:
- Gateway Signage Update
RJ: The person we were working with resigned from the county in December so now we are working with the council to figure out what else is needed. So now we are still waiting on an update from County Council.
- Stakeholder Meeting
JPC: We are pushing the meeting from this month because we are really working on a BID Meeting discussion instead, so we want 4-6 weeks to give lodging time to get together to attend. But it will be at Jon's property.
- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action
 - Marketing District Plan Update
RJ: We are at 45% for BID petition signing so we have now been discussing and meeting with different stakeholders to get the needle pushed ahead.
- **BID ADVISORY STRATEGIC PLANNING** Discussion Possible Action
 - CC: BACKGROUND, The BID Ordinance is the state law that pertains to our BID and there is a county contract and then an annual plan for the BID Advisory Board to work on. So if 51% of lodging push for a nod the BID goes away. Normally we just rubber stamp what VMC does but things are different this year. If we lose the BID, we won't get it back. We want to see changes now before you receive money
 - Marketing Policies
CC: What is good for the coast isn't good for Inland and so we have been discussing the divide of creating marketing plans to help both sides of the hill. We need to start asking event questions. VMC needs to put their resources into events in hard seasons and events to put heads in beds.
JS: In the past an ad hoc committee created the policies for the situation to move forward. Then VMC adapts that policy to move forward.
IR: The budget of VMC should represent the policies. The policies should be made first and a budget should follow those guidelines.
KG: Happy to join the adhoc committee for policies
MH: Happy to join the adhoc committee for policies
JS: Happy to join the adhoc committee for policies, however, should be 3 meetings put together over zoom.
CC: Happy to join the adhoc committee for policies
 - Board Composition
CC: This is actually written in BID ordinance, but we want to move it into our By-laws.
 - 3rd Party BID Collections
JG: Our role is just to advise how the marketing strategy comes together. Every year we create a recommendation to the county to help us do our job. Unfortunately the county has stopped helping with no explanation why. We need to realize the county has some great people, but they are so disorganized and understaffed that it is met with dissatisfaction. We should consider exploring the 3rd party options to provide value for us. We want to be recognized as partner.
IR: Benefit of having lodging in both sides of the county and the city collects TOT and BID, but I think we are missing a lot of money through small term rentals. Will not support hiring HDL who collects BID for the city, so we need to be sure we look at it as a whole.
 - Monthly County Payment vs Quarterly
RJ: The county used to give us a small amount but now we are not always receiving things on time. But if we are building a budget on 1%, we can't afford to receive payments not on time.
JS: We need to outreach gently to let people know what we do and what BID does.
CC: We want this moved from the annual plan through the county contract. We used to get it divided into 12 months plus a sum at the end, but we want an estimate that we get every month and then quarterly true up. Hoping to go to the county for this monthly check and to try this plan.
JG: We need to get this all together, so it does not slip through the cracks.
CC: The action here is to move forward addressing the marketing policies and the board makeup. We just need to get the Board out of the ordinance and into our bylaws.

- **CLOSED SESSION** ↗ **Discussion** ↗ **Possible Action**
 - BOD gives the personnel committee the authority to hire an Interim Executive Director, with the current Executive Director to oversee
 - 1st KG 2nd JI *Motion Carries*
 - BOD gives the personnel committee the authority to begin the hiring process for a new Executive Director and make any changes to current staffing as needed to fit the current budget
 - 1st KG 2nd JI *Motion Carries*

- **FUTURE AGENDA ITEMS** ↗ **Discussion**

- **NEXT MEETING** ↗ **Discussion**
 - Tentative: Thursday, March 19, 2026, at 1:00 PM

- **ADJOURN** 3:18PM by IR