



MENDOCINO COUNTY TOURISM COMMISSION, INC.

## BOARD OF DIRECTORS AGENDA

DATE: Thursday, February 13, 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 2:07 PM**

- **ROLL CALL**

BOARD MEMBERS	ATTENDANCE	TITLE
Brett Schlesinger (BS)	<input type="checkbox"/> Present X Absent	<b>CHAIR</b> Food & Beverage
Cab Boettcher (CB)	X Present <input type="checkbox"/> Absent	<b>VICE CHAIR</b> Large Lodging Operator; Coastal
Tawny MacMillan (TM)	<input type="checkbox"/> Present X Absent	<b>SECRETARY</b> Regional Promotional; Coastal
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	<b>TREASURER</b> , Regional Promotional; Inland
Elizabeth Cameron (EC)	X Present <input type="checkbox"/> Absent	Arts Organization/Attractions
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	X Present <input type="checkbox"/> Absent	Winery/Winegrower
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	At Large

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)	<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.

- Meeting Minutes: 12/12/24 | **See Attachment** | **Approve**

KG 1<sup>st</sup> and JG 2<sup>nd</sup> Motion Carries

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

- MARKETING CHAIR COMMENTS:

- Katrina Kessen Letter | **See Attachment**

- Festival(s) Update

JM: We finished our Seafood and Sips and was very successful. Both events went very well, and we are hoping to grow the event next year. Upcoming is white wine on the next weekend of February and then Whale festival ruins most of the month of March.

IR: Wants more help with success during seafood and sips since he didn't see the response for his reservations

- Whale Festival
- Visit California Outlook Forum

RJ: Jamie, Lisa, and Ramon will be out the first week of March in LA for the conference.

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

JPC: We had a lot of media here and were very busy during Seafood & Sips. We also had a Native American writer this weekend for him to gain knowledge while he was here. We are currently working on summer pillars.

- **Programmatic Analytics**

We had 34.8k clicks and 2.43M impressions at an average \$.07 Per Click

- **Social Media**

January Socials Generated about 4M impressions and about 11k engagements

We ran the Magic is real Meta Campaign

As well as Seafood & Sips, Sparkling Wine, White Wine, and Crab Cake Cook-Off Meta Campaigns

The Magic is Real Google Campaign

- **Website**

77k visitors

They spent an average time of 2:13

Bounce rate 61%, which is up just 1% from last month

- **BookDirect**

Just about 6k searches, which is up from 5,300 from last month

There were 855 referrals vs. 652 last month

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

- FINANCE CHAIR COMMENTS:
- December 2024 Financials | ***See Attachment*** | **Approve**  
IR and CB 2<sup>nd</sup> Motion Carries
- Financial Audit FY 2023-2024 | ***See Attachment*** | **Approve**  
IR 1<sup>st</sup> and AR 2<sup>nd</sup> Motion Carries

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

- VISITOR SERVICES CHAIR COMMENTS:
- Gateway Signage Project  
JPC: Still working on securing locations
- Pet Guide  
JPC: We are making updates and repairing those
- Tear Off Maps  
JPC: Lisa is updating all of the maps currently
- Visitor Center Hubs  
JPC: Looking for good places to make sure different areas in the county have bulk on guides

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

- 2023/2024 Annual Report | ***See Attachment*** | **Approve**  
EC 1<sup>st</sup> and KG 2<sup>nd</sup> Motion Carries
- 2024/2025 Q1 Report | ***See Attachment*** | **Approve**  
CB 1<sup>st</sup> and EC 2<sup>nd</sup> Motion Carries with duplicate deleted
- Marketing District Plan Update
- ED Time Off  
RJ: Time off for baby coming.

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

EC: Wants to talk about the lack of Airports. As well as a rental service for vehicles. Rail way conversation or transportation.

- **NEXT MEETING** ↗ **Discussion**

Tentative: Thursday, April 10, 2025, at 2:00 PM

- **ADJOURN** KG at 3:03 PM