



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, March 19, 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 1:04 PM

ROLL CALL

BOARD MEMBERS

	ATTENDANCE
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent
Tawny MacMillan (TM) 1:12PM	X Present <input type="checkbox"/> Absent
Ian Roth (IR)	X Present <input type="checkbox"/> Absent
Alina Reyes (AR)	X Present <input type="checkbox"/> Absent
Jon Glidewell (JG)	<input type="checkbox"/> Present X Absent
Jitu Ishwar (JI)	X Present <input type="checkbox"/> Absent
Cab Boettcher (CB)	X Present <input type="checkbox"/> Absent
Julie Golden (JG)	X Present <input type="checkbox"/> Absent
Melodie Hilton (MH)	X Present <input type="checkbox"/> Absent
Roxanne Perkins (RP)	X Present <input type="checkbox"/> Absent
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent

TITLE

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

STAFF/CONTRACTORS:

	ATTENDANCE
Scott Schneider (SS)	X Present <input type="checkbox"/> Absent
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent
Jennifer Seward (JS)	X Present X Absent
Mckenzie McLain (MM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent
Janis MacDonald (JM)	X Present <input type="checkbox"/> Absent
Kathy Janes (KJ)	X Present <input type="checkbox"/> Absent

TITLE

Interim Executive Director
Director of Operations
Partner Relations & Communications Manager
Development Manager
Marketing & Communications Coordinator
Festival Coordinator
Executive Support Specialist

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 [checked] Discussion [checked] 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.

- February 12, 2026 Meeting Minutes | See Attachment | Approve
 - Jl 1st JG 2nd Motion Carries

MARKETING COMMITTEE UPDATE [checked] Discussion [] Possible Action

- MARKETING CHAIR COMMENTS:
- Festival(s) Update
- Whale Festivals

- JM: White Wine Festival brought a lot of people to Anderson Valley. Since then, we've been very busy with Whale Festivals in Mendocino and Little River. The Fort Bragg one is this weekend, followed by the Point Arena festival. Margarita Madness had 75 attendees and the mocktrail also had a lot of people visiting various hotels participating in the trail.
- April will also have the almost Fringe Festival. Met with the new ED of the Mendocino Music Festival and discussed the impact that tourists have on the festival
 - IR: Mendocino whale festival team did a great job and we were very happy with the participation and attendees. There is room to improve and increase occupancy even more next year.
 - JC: Packages were also created with lodging and whale watching tours
 - SS: We've sold some, Beachcomber and Little River Inn has also seen success with the packages and looks like it will be a very busy weekend in Fort Bragg.
- PR Report | **See Attachment**
 - JC: Will have 5 media hits this next month from past media
 - 5 International media representatives coming to the county through Visit California
 - 2 influencers coming in April and one potential in June
 - A lot of whale festival coverage. The next press release will be on townsizing, focusing on roadtrips throughout the county
- PR Comparison | **See Attachment**
 - JC: Larger February hits with solo travel compared to this year, but will be interesting to see the coverage for March
 - SC: I know you're seeing some large numbers so I'll be working with the VMC team, PR and social on reporting also specifically of media we've directly impacted based on discussions I've had as well as more tangible goals based on what we want.
- Programmatic Analytics | **See Attachment**
 - RJ: Programmatic analytics generated 3.6M impressions, 37k clicks at a CPC of \$0.07
- Social Media Analytics | **See Attachment**
 - RJ: The Magic is real, Whale Festival, White Wine Weekend campaigns which generated an additional 36k clicks
- Website Analytics | **See Attachment**
 - RJ: Had 77k visitors in February vs 98k in January
 - RJ: Average time on site increased by 20 seconds to 1 minute 44 seconds and the bounce rate decreased from 72% to 63%
 - RJ: The top landing page was the whale festival page followed by the events page, and the specials and deals page
- Booking Link | **See Attachment**
 - RJ: BookDirect: 7k searches vs 8.2k in Jan, but about the same referrals as the previous month at 1.1k
- **FINANCE COMMITTEE UPDATE** Discussion Possible Action
 - FINANCE CHAIR COMMENTS:
 - January 2026 Financials | **See Attachment** | **Approve**
 - 1st JI 2nd IR *Motion Carries*
 - RJ: Spent 101k vs the 141k budgeted for January
- **VISITOR SERVICES UPDATE** Discussion Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Signage Update
 - RJ: County council is unresponsive, so there hasn't been any progress since my update last month. We are going to work on making the required change with the upcoming FY 26/27 contract renewal
- **EXECUTIVE DIRECTOR REPORT** Discussion Possible Action

- General Update
 - SS: Thank you for the opportunity. I've been involved since the inception and I'm looking forward to bringing the organization to the next level. We tried to bring the BID to 2% about 12 years ago and it caused a lot of mayhem. My first priority is working with the BID Advisory Board to get the annual contract renewed. There's a lot of work that will have to happen there regarding contracts and potential changes to help the organization work in a more productive manner.
- Business Improvement District Update
 - SS: Appointing board seats, board make-up and other things should be moved to the bylaws from the ordinance and we plan on making those recommendations in the BID report Ramon and I will be working on. We also want to make recommendations such as wording regarding the gateway signage, potentially 1% fee vs 3% fee. The goal is to renew the 1% for now while continuing work and conversations for the 2% for 5 years. This will take some time, but it will give us the best probability and largest support.
 - SS: The BID Advisory board is 5 lodging operators who create the annual BID report. We hope to have a draft by the next MCTC Board meeting. Those are my priorities that I'm focused on. Then I'll work with staff on the marketing for the remainder of the fiscal year and would like to present it to the board and committees to hopefully get more engagement and conversation.
 - SS: We'd like to re-engage with Civitas to do some ordinance redlining and continue with the 2% 5-year plan. There's concern from certain regions that feel they collect more and would like to get more benefit now that the county is not financially supporting the organization. Not all marketing needs to include every corner of the county and what does that look like. We would focus on the audience each region sees vs just focusing on leisure travel if other sections of the county see more business travel. My main focus is Fort Bragg since that is where we currently need the most work regarding a 2% BID. These are various options to get to the 2%.
 - SS: VMC has done a lot of studies and I want to work with staff to include some of them on the new marketing plan we are going to create.
- TOT and BID Collections | ***See Attachment***
 - SS: We'd like the county provide collections by quarter by zip code
 - RJ: Q1 was down a little over 10% and Q2 was up a little over 10%, Current FY is down 2.7% (\$17,600)
- **CLOSED SESSION**  Discussion  Possible Action
 - Nothing to report
- **FUTURE AGENDA ITEMS**  Discussion
- **NEXT MEETING**  Discussion
 - Tentative: Thursday, April 9, 2026 at 1:00 PM
- **ADJOURN by JG 2:11 PM**