



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, April 10, 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 2:02 PM**

- **ROLL CALL**

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 <input type="checkbox"/> Absent	TREASURER , 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) Zoom	X Present <input type="checkbox"/> Absent	Medium Lodging Operator; Coastal
Alina Reyes (AR) Zoom	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)	<input type="checkbox"/> Present X 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: 2/13/25 | **See Attachment** | **Approve**

KG 1st and JG 2nd Motion Carries

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

- MARKETING CHAIR COMMENTS:

- Festival(s) Update

JM: All of the festival events during Whale Fest had a very successful year. Most people who attended came from out of town. This weekend is our Almost Fringe festival, followed by the Anderson Valley Pinot Festival. The film festival brings us into the summertime.

IR: had the post whale fest meeting and they were very happy with how it went.

- Harvest Mendocino

JM: I started working on the brochure for the festival, and Lisa is currently creating the rack cards. Oct 24 – Nov 15: The magic market kicks it off, followed by the whiskey mushroom and wine train, the Italian festival, and lastly, the mushroom and fungi club event.

- Holiday Promotion

In July, we start to work on this.

- Seafood & Sips

JM: This year, the sparkling wine is on January 31, and the following weekend is crab cake and Super Bowl weekend, trying to build more guests. We would also love to try and get the audience that will be in Santa Clara for the Super Bowl here.

- Visit California Outlook Forum

JPC: Lisa, Ramon, and Jamie attended the meeting in March, and it was a great networking opportunity they also learned a lot about international travel, and they think California would be better suited for tourism.

LB: I thought it was very cool overall, the outing was very near; one was at the Academy of Film, which supported all of the fire victims. We also got so much networking in.

CB: We, as a team and our PR person, should try to focus on local travel over international travel.

- Transportation (Airports)

JPC: I met with the Ukiah airport, and they want to expand not for commercial but to get planes that can put out fires. The Ukiah airport is currently in discussion, but at this point, they don't have a plan to become an international or commercial airport.

- Travel & Adventure Show

MM:

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

JPC: We did a great job in March for impressions we had 811.5 million and we have had a lot of FAMs coming in. We have been working a lot lately with people to collect assets. We were in the New York Times, LA Times, Food and Wine Magazine. We have had a lot of key places around hidden gems. We have had a lot of attention from Visit CA.

CB: Why aren't we going after influences and social media? Is VMC trying to hunt down influencers? Suggests looking harder.

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

-Programmatic analytics

-29.8K clicks, 1.9M impressions at a CPC of \$0.07

-Social generated 2.7M impressions and 12.4K engagements-Ran campaigns for Magic is Real, Blues Fest, Pinot Fest, Willits Car Show, Whale Fest, Almost Fringe, and Taste Mendocino

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

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

-55.7K visitors

-1:30 seconds average time per visit

-Bounce Rate down to 52%

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

-Searches up to 6,844 from 6,147

-Referrals up from 860 to 870

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

- FINANCE CHAIR COMMENTS:

- February 2025 Financials | ***See Attachment*** | **Approve**
EC 1st and TM 2nd Motion Carries
- **VISITOR SERVICES UPDATE** ☒ Discussion ☐ Possible Action
 - VISITOR SERVICES CHAIR COMMENTS:
 - Gateway Signage Update | ***See Attachment*** | **Approve**
KG 1st and EC 2nd Motion Carries
JPC: We hit a little hiccup on 128, so we are working on getting the locals on board. The sign may be broken up and added to an existing sign, so it looks more included. They also wanted a welcome instead of a visit on the side.
 - Tear Off Maps
LB: We are moving along quickly, and we have a new county map. We are very close to a printed calendar to send out. Probably done in the next 3 weeks.
 - Surf Market New Print Collateral Hub
JPC: We have created a spot in the surf market for our brochures.
 - Stakeholder Meetings
JPC: We have been discussing having one coastal and one inland stakeholder meeting that is more strategic. For whoever wants to come, as we plan more, we will fill the board in more on a plan.
- **EXECUTIVE DIRECTOR REPORT** ☒ Discussion ☒ Possible Action
 - Marketing District Plan Update
JPC: We are at 37% so we are getting close to the 50% mark.
IR: Wants a link to the Google doc so board members can help get signatures.
 - Applicant for “At Large” seat
JPC: Melody Hilton will be joining our board when the county approves.
 - ED Off through April 29
- **FUTURE AGENDA ITEMS** ☒ Discussion
- **NEXT MEETING** ☒ Discussion
Tentative: Thursday, June 12, 2025, at 2:00 PM
- **ADJOURN** IR at 3:08 PM