



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, April 23, 2026, starting at 1:00 PM

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

Little River Inn Abalone Room, 7901 California Highway One, Little River, CA 95456

• CALL TO ORDER 1:04 PM

• ROLL CALL

BOARD MEMBERS

Kasie Gray (KG) ZOOM
Tawny MacMillan (TM)
Ian Roth (IR)
Alina Reyes (AR)
Jon Glidewell (JG)
Jitu Ishwar (JI)
Cab Boettcher (CB)
Julie Golden (JG)
Melodie Hilton (MH)
Roxanne Perkins (RP)
OPEN SEAT

ATTENDANCE

X Present ☐ Absent
☐ Present X Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
☐ Present X Absent
X Present ☐ Absent
☐ Present ☐ 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:

Scott Schneider (SS)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Kathy Janes (KJ)

ATTENDANCE

X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent

TITLE

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

INTRODUCTION OF GUESTS: CALLY DYM, SCOTT ALONSO AND KATIE CHAVEZ

• 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.

- March 19, 2026 Meeting Minutes | **See Attachment** | **Approve**
JG 1st and JI 2nd Motion Carries

• ADVISORY BOARD ANNUAL REPORT ☒ Discussion ☒ Possible Action

- Report Overview
 - Recommendations from Advisory Board to MCTC
 - Recommendations from Advisory Board to County
- SS: The meeting is now moved to next Thursday so we will have answers from them hopefully next week, but I think the board should discuss their opinions. We update or rewrite this annual with the Board of

Supervisors and is scheduled for The Board of Supervisor May 19th. We also voted 2 months ago for us to meet with the BID Board to discuss changes. We believe there will still be no match from the county.

JG: We went back and forth about asking for the match and it feels like that is not going to happen, but we thought we would try it. But it is more realistic to not ask for a match. Sounds like maybe no match but we won't be charged the 3 percent if that is possible. If the board wants to ask for a smaller match that is fine but that is why we brought the discussion to you.

IR: We had been discussing bringing the county on board with a 3rd party, but it talks about us paying into the assessment and it needs to be changed to say the guests pay into it not us. We just need to clarify for people. I think it is silly to ask the county for money because they have none, but we need to be clear when talking to the county.

JG: If we bring it in-house, how will it cost less than the county.

JPC: I think we would get paid sooner and be able to keep better track, so it isn't just sitting on the county.

SS: We want to take the board election away from the county as well as the makeup and put that into our bylaws. We meet with Julia and Shanice and they both fully supported our thought on pulling elections from the county. The county also already has a contract with Granicus, and we were excited about growing the contract, however they are not looking into this until further in the year. However, we got a redline to do the voting and elections to move into the bylaws for VM except the 3rd party collection for the time being.

However, right now the county is stressing about data.

IR: If we pull elections from the county will that also remove us from the brown act?

SS: No it will not because we get public funds mean we still are under the Brown Act.

SS: We also are working on a new marketing direction, and we have started a new marketing plan which the team is excited about. We want 5 - 8 lodging members and 3 - 5 non lodging but we want to shift the board to have more lodging focus since we are a lodging funded DMO. We would like to get feedback to take back to the BID Advisory Board for next Thursday. May 19th is the BID Meeting, and it would be great to have as many people as possible there. We are working on zip code data now from the county so we can base our board on that as well as where we allocate funds. We are trying to stay proportional to the revenue.

CB: Where are we at with working on the budget.

SS: Traditionally we used to present a budget that had the areas of where things were invested. For example a marketing person would be in the marketing section and so their funds would come from marketing dollars.

IR: So we create a sub category to add personal into the proper areas.

SS: We are an organization where people do all the work. We need to have all official feedback by tomorrow so it can go into the packet but if you just have thoughts, you can send it my way and CC Jon or Cally. They want us to wait to present the redline to the county but get together where the supervisors help us make decisions for how MCTC goes on and then Julia will take it to the county from there.

SS: I'm glad to see there is consensus regarding the recommendations to the county and the direction of the organization with all the proposed changes.

- Next Steps

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

- General Update

- Outlook Forum Updates

- JPC: Don't play the same game as the big guys which means we should do what were doing well rather than copying what these big communities do because our little community has a lot to offer.

- MM: Got a lot of information on how to grow our itineraries and immersing in culture and helping people understand why they should make the trek out here past all those other big stops.

- RJ: There was also a big focus on AI and to see how fast that industry is evolving and how we tie that into what we learn. Lower and middle-class travel was down as well and we listened to them talk about luxury travel being a big topic of discussion.

- SS: It is a top priority to be at these because it is political to get Mendocino in the discussion.

- Business Improvement District Update

SS: The office space has been a big discussion and we have been talking a little more about the office space and changes to what makes the most sense. The next 30 – 60 days are going to be big and busy to get the BID in place and on the move. We also have been discussing regional marketing with different spaces. We also want to make sure the team is still getting everything done. We also want to align marketing goals and plans as we see fit. We are going to send a survey to talk about MCLA engagement with VMC. There is another survey going out soon to talk about regional marketing and what different areas want to see. We have also heard that maybe we stay at 1 year percent and then after a year moving to the 2 percent. We will start in June to work on the ED job but right now we are focused on BID. Shout out to staff for all their hard work in the transition.

- TOT and BID Collections | **See Attachment**
- AB 2578 Letter of Support – Promoting Outdoor Recreation | **See Attachment**

SA: The district director for Assembly man Rogers and grateful for the work we do

KC: Vice chair at the capital office. Want to create an office for outdoor recreation. We want to see more participation because we do not have enough awareness. We are looking for support for this bill from Visit Mendocino County. We currently have no opposition about this initiative.

JG: What will the office do and where will it be located and who is funding.

KC: We are currently still looking for a good location but we are hoping this bill would allow the state to enter into contract with a non-profit to fund this type of work and these activities.

SA: I think it is from a statewide view rather than by county so we aren't duplicating with tourism opportunities, and right now there is nowhere within state government to help with outdoor resources.

JG: What is the way this board can support you.

KC: We have a bill letter of support drafted which we just submit with our sign and it would be on the list for support.

IR: Is there a way to guide this so that we can see the success rate later on.

KS: We would measure participation rates.

1st CB and 2nd JG to sign and support Motion Carries

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

- MARKETING CHAIR COMMENTS:

- Festival(s) Update

- Whale Festivals

JM: We had 233 ticket buyers and only 37 of them were local for the Fort Bragg and Mendocino portion for whale festival which is wonderful. This weekend is the Almost Fringe Festival. 100 Women Strong also funded the Film Festival which was very cool to see.

JPC: We have the Blues Festival coming up, the Murder She Wrote festival, the Boonville Beer Festival, the Music Festival, and then the Film Festival. The Murder She Wrote festival was sold out in minutes. Next year Jamie Lee Curtis may be casted in the new movie. We also hosted a reception for the 50K ultra run which had about 50 people and only 1 was local. So most of the people the closest they come from is Vacaville and they get about 300 room nights.

RP: The Rohdendrum show is happening plus Art in the Gardens and then we are hitting our 60-year anniversary.

SS: We are also adjusting the way we focus our energy and dollars towards events that draw overnight visits.

- PR Report | **See Attachment**

- PR Comparison | **See Attachment**

JPC: We just had an influencer leave and then we have 2 coming up this weekend for stays. In May we have an international FAM coming working on Luxury travel. We then have 2 more coming up planned so far through September. We also have had a few releases in April from 2 international FAMs from last September. We also have been seen in MSN, Forbes, and more. Ko is going to an event next week for us as well.

- Online Marketing Programmatic Analytics | **See Attachment**

- Social Media Analytics | **See Attachment**

RJ: March generated 2.2M impressions and over 12k engagements

Magic is real meta campaign had 10.5k clicks at \$0.58 cpc

Whale festival meta campaign had 19.8k clicks at a \$0.10 cpc

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

RJ: Google ads - 2.29M impressions, 34.2k clicks at a \$0.07 cpc

Website went from 77k in February to 75k in March

March of 2025 had 65k visitors, so 10k more this year

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

RJ: Book Direct searches and referrals are slightly down from February

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

- FINANCE CHAIR COMMENTS:

- February 2026 Financials | ***See Attachment*** | **Approve**

IR 1st and RP 2nd Motion Carries Kasie Abstains (left meeting at 2:40 PM)

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

- VISITOR SERVICES CHAIR COMMENTS:

- Gateway Signage Update

RJ: Zero traction from the county so hopefully when we discuss things with the county we can get this moving forward. So we have to reword it for the Cal Trans team.

- **CLOSED SESSION** ☒ Discussion ☒ Possible Action

- **FUTURE AGENDA ITEMS** ☒ Discussion

- **NEXT MEETING** ☒ Discussion

- Tentative: Thursday, May 21, 2026 at 1:00 PM

- **ADJOURN JG at 2:51 PM**