



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES**

DATE: Tuesday, May 14, 2019 TIME: 1:00 PM

PLACE: County of Mendocino Planning and Building Department 860 Bush Street, Ukiah CA 95482 and County of Mendocino Planning and Building Department 120 West Fir Street, Fort Bragg, CA 95437

***CALL-IN LOCATIONS: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482 and 429 Grove Street, Willits CA 95490**

CONFERENCE CALL NUMBER: 605-475-4000, access code 314482#

*Please note: To abide by the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done at the posted locations above.

I. CALL TO ORDER

1:10 PM

II. ROLL CALL

A. BOARD MEMBER	ATTENDANCE STATUS		TITLE
John Kuhry (JK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair At Large Member
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair Coastal Large Lodging Operator
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Treasurer Arts Organization/Attractions
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary Winery/Winegrower
Sharon Davis (SD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ (1:15 PM) Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator (1:11 PM)
Jan Rodriguez (JR)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Martha Barra (MB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium Lodging Operator
B. STAFF MEMBER			
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Kathy Janes (KJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Assistant
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Contractor/Accountant

C. INTRODUCTION OF GUESTS

Mary Anne Petrillo – West Business Development Center

III. CHAIR’S COMMENTS

IV. 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. Mary Anne Petrillo, West Business Development Center Presentation. Highlighting ways our organizations can and have been partnering. Asks are there new workshops we may be looking for?

V. 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.

- a. REVIEW/APPROVE Minutes 3/12/2019 Meeting | *See Attachment*
- b. 4/9/2019 Meeting Canceled
- c. REVIEW/APPROVE MCTC February 2019 Financials | *See Attachment*
- d. REVIEW/APPROVE MCTC March 2019 Financials | *See Attachment*

BB motioned for approval of the consent agenda, JI 2nd the motion, roll call: all present approved, 3 absent

VI. EXECUTIVE DIRECTOR REPORT Discussion

- a. BID Advisory Board Report (Approved) | County Hearing on 5/21/2019 | *See Attachment*
- b. Point Arena Resolution | *See Attachment*
- c. Quarterly Report Draft | *See Attachment* **Possible Action** ← JK notes: additional information needed for items requiring board approval, more description to be used moving forward.

CD motioned for acceptance of the quarterly report as written, MB 2nd the motion, roll call: all present approved, 3 absent

JR notes – Well done

- d. Cannabis Tourism | *See Attachment* **Possible Action**

TS – spoke with an Attorney, noted even though we’ve made the motion that doesn’t mean we have to follow through with the spend. There is no need to make a blow out. BB – This is in regards to Cannabis Tourism? TS – Yes. MB – I understand it wasn’t fully agendaized. CD – It is a moot point. MB – I expected to hear it should be resented. JR – We made a vote with out enough information. JK – we need to impliment a plan of action to highlight what we want to do and make a motion. TS – We could consider adding these businesses to our websites, as we add any of our other partners. BB – It’s a lot to consider when discussing cannabis, do we need protocols in place? JK – There are already protocols in place, add to future agenda items: Cannabis Tourism Plans, MCPA Board ideas, perspective on the matter. MB – add to future agenda items: recended motion. JK – add to future agenda items: discussion of a possible AG grant.

Note: no action taken

- e. 2019/20 Marketing Plan | *See Attachment* **Possible Action**

BB motioned for acceptance of the 2019/20 Marketing Plan as written (with the correction of the typo on one), MB 2nd the motion, roll call: all present approved, 3 absent

VII. MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: WEDNESDAY, 6/5/2019 AT 11:00 AM)

- a. Media Matter World Wide Stats | *See Attachment*
SD notes – the Facebook advertising is working for Whale Fest, reporting sales being +33% YOY in 2017 and + 11% YOY in 2018
- b. 2018 Economic Impact of Travel | California + Mendocino | *See Attachment*
JK – requests an Economic Impact of Travel California VS Mendocino mark up for the next board meeting
- c. PR April Report | *See Attachment*

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

- a. Set meeting date for July, to start conversation regarding board recruitment **Possible Action**
JK – requests a listing of Committee Members be brought the next board meeting

IX. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: WEDNESDAY, 5/22/2019 AT 11:00 AM)

- a. Budget Movement of \$47k, from 5240, 5550, 5680, 5780, 5780, 6720, 7210 to 5130 | *See Attachment*
 Possible Action

Jl motioned for approval of the purposed \$47k budget movement as shown in the attachment, SC 2nd the motion, roll call: all present approved, 3 absent

X. PERSONNEL COMMITTEE UPDATE

(NEXT MEETING: WEDNESDAY, 5/22/2019 AT 12:00 PM | CLOSED SESSION)

Nothing at this time

XI. FESTIVAL COMMITTEE UPDATE Discussion

(NEXT MEETING: WEDNESDAY, 6/5/2019 AT 10:00 AM)

- a. Visit Willits Update
- b. Ukiah Office Grand Opening Feedback | April 4, 2019 from 5-8 PM
- c. Mushroom Feast | Anchor Events | Both Weekends
KK – Starting November 2nd with the Home Brew Festival in Ukiah, the 2nd weekend in Willits with an Art Showing, Cook Off, Mushroom Train.
- d. Hotel Adoption Program (HAP) Review
KK – brainstorming on a rack card to share with stakeholders about the HAP program and a business card on how/when to update their business information with VMC
- e. Stakeholder Trainings/Meetings
 - i. Inland | April 2, 4-6 PM | The Travelodge, Ukiah | Review
 - ii. Coast | April 30, 4-6 PM | Noyo Harbor Inn, FB | Review
- f. Taste Mendocino | April 27, 2019 from 1-4 PM | Review
BB – 2019 very successful, packed house, working on a 3-5 year plan for how to expand Taste.
- g. Marc Willson | Seminar at Fort Bragg Town Hall | May 17, 2019
TS – Visit the MendocinoTourism.org Opportunities page for more information

XII. VISITOR SERVICES COMMITTEE UPDATE Discussion

(NEXT MEETING: THURSDAY, 8/22/2019 AT 3:00 PM)

- a. 19/20 Sales Plan Review | Included in 2019/20 Marketing Plan
RS - Approved and with in budget, cutting Denver out of the circuit this year.
- b. In Market Survey Research Update
RS - In the research process, on the future agenda
- c. Wedding Show Survey
KK reports - We are not ready at this time, doing research to establish a bench mark for comparison to be able to present a before and after data.
- d. Kiosk Updates
SC/RS – recent maintenance and restocking of in county kiosks

XIII. FUTURE AGENDA ITEMS Discussion

- Cannabis Tourism
 - VMC Cannabis Tourism Plan Creation
 - Present to Marketing Committee for Approval
 - Take to the Board for Final Approval
 - Discussion on resending previous motion
 - MCPA Board Report – Perspective on turning over current funds to VMC, ideas.
- Discussion on possible Agriculture Grants
- Presentations: Partner Funding Organizations
- Information Requests
 - Listing of Committee Members
 - Economic Impact of Travel California VS Mendocino

XIV. NEXT MEETING

~~SET/TENTATIVE~~: Tuesday, June 11, 2019 at 1:00 PM

LOCATION: 105 West Clay St, Ukiah CA 95482 & 345 North Franklin Street, Fort Bragg CA

XV. ADJOURN

Jl motioned to adjourn; motion approved 2:19 PM