



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, October 12, 2023 | START TIME: 2:00 PM

PLACE: Little River Inn – The Abalone Room, 7751 Hwy 1, Little River, CA 95456

and

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

and

ZOOM: <https://us02web.zoom.us/j/82722972645>

- CALL TO ORDER: Per BRETT SCHLESSINGER, 2:03 PM

ROLL CALL:

BOARD MEMBERS

Brett Schlesinger (BS)
Cab Boettcher (CAB)
Kasie Gray (KG)
Makenzie Blaylock (MB)
Katrina Kessen (KK)
Elizabeth Cameron (EC)
Tawny MacMillan (TM)
Raakesh Patel (RP)
OPEN SEAT
OPEN SEAT
OPEN SEAT

ATTENDANCE

X Present [] Absent
X Present [] Absent
X Present [] Absent
[] Present X Absent
[] Present X Absent
X Present [] Absent
X Present [] Absent
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TITLE

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

STAFF/CONTRACTORS:

Travis Scott (TS)
Kathy Janes (KJ)
Ramon Jimenez (RJ)
Lisa Batson (LB)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)

ATTENDANCE

X Present [] Absent
X Present [] Absent
X Present [] Absent
X Present [] Absent
X Present [] Absent
[] Present X Absent
X Present [] Absent
X Present [] Absent

TITLE

Chief Executive Officer
Executive Support Specialist
Director of Marketing
Marketing Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Development Manager

INTRODUCTION OF GUESTS: CALLY DYM, CHAIR OF STEERING COMMITTEE; GUEST SCOTT CONNOLLY (FAREWELL)

PUBLIC COMMENT ON NON-AGENDA ITEMS - NONE

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

- SCOTT CONNOLLY FAREWELL –PERSONAL MESSAGE + VIDEO; RESIGNED BOARD. Feel free to email: Scott@theandiron.com with any insights a/o advice regarding any behavior observed on Scott’s part. Resigned from the Board of Directors due to personal reasons

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.

VISIT MENDOCINO

- Meeting Minutes: 08/10/23 | **See Attachment** | Approve. **MOTION TO APPROVE: KACY GRAY; 2ND: ELIZABETH CAMERON; ALL APPROVED – MOTION CARRIES**
- **PERSONNEL COMMITTEE** ✓ Discussion ✓ Possible Action
- CLOSED SESSION PERSONNEL DISCUSSION
 - Closed session report out – TRAVIS SCOTT LAST DAY 16; PERSONNEL COMMITTEE HAS MOVED & APPROVED RAMON JIMENEZ TO BE EXECUTIVE DIRECTOR.
- **FINANCE COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
- FINANCE CHAIR COMMENTS:
 - Financial Statements | **See Attachment(s)** | Approve **MOTION TO APPROVE: BRETT SCHLESINGER; 2ND: ELIZABETH CAMERON; ALL APPROVED – MOTION CARRIES (TM unavailable)**
 - **August 2023** \$35K added to \$1, xxxx
 - Review Cash Flow Spreadsheet
 - Adjusting Journal Entry to clear PP Exp acct 1230 | **See Attachment**
 - Added Account 6580 “Contract Writing” to COA and moved \$24,000 from 5130 to fund. (**FOR CAROLE BRODSKY**)
 - Vacant Finance Committee Seat: take to whole BoD in October or operate with two members? Potentially appoint 3rd member to Marketing Committee | Approve. **NO MOTION NECESSARY; KEEPING COMMITTEE AT 2 PPL UNTIL END OF CALENDAR YEAR (2 MONTHS)**
- **JP Note: review financials to create notes**
- **MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
 - MARKETING CHAIR COMMENTS:
 - Festival(s) Update – ALL FESTIVAL TICKETS SALES ARE DOWN COMPARED TO PREVIOUS YEAR; MAY BE DUE TO AVWA’S TIDRICK HAPPENING THE SAME WEEKEND
 - Seafood and Sips Festival Pass – ASK JANIS
 - PR Report - ADD
 - Podcast Series – SIX EPISODES THIS YEAR (INSTEAD OF 12); DEEPER DIVE; ARTS WAS FOCUS OF FIRST FILMING, WHICH IS EXPECTED TO BE RELEASED IN NOVEMBER.
 - County Fair – VMC HELPED MWI SHOWCASE AWARD WINNING WINES FROM COUNTY FAIR; MADE MORE MONEY THAN IN PREVIOUS YEARS; FAIR SEEMED TO HAVE MORE ENERGY THIS YEAR. VMC WAS MORE SUCCESSFUL; VMC ALSO HAD A BOOTH (2) ADJACENT TO MWI BOOTH; MANNED THE ENTIRE TIME, LOTS OF INTEREST TO DISCUSS WHAT’S HAPPENING WITH CANNABIS
 - USA Today Campaigns – TWO CAMPAIGNS – BRAND LAUNCH AND GOLD MEDAL WINNERS OF WINE COMP; WER’RE AT 6400 EMAILS BTWN TWO CAMPAIGNS – ROUTED \$ FROM MAGIC IS REAL INTO HARVEST ADS AND THE MUSHROOM WHISKEY & WINE TRAIN HAS OVER 17K CLICKS.
 - Programmatic Analytics | **See Attachment**
 - Social Media Analytics | **See Attachment**
 - Website Analytics | **See Attachment**
 - Booking Link | **See Attachment**
- **VISITOR SERVICES UPDATE** ✓ Discussion ✓ Possible Action
- VISITOR SERVICES CHAIR COMMENTS: **JP ADD NOTES**
 - Meet & Greet
 - Gateway Sign
 - Visitor Guide and Pet Guide
 - Visit 128

VISIT MENDOCINO

- **CEO REPORT** Discussion Possible Action
 - Cal Travel Summit – FOCUSED ON MKTG & AI, NOT SO MUCH ADVOCACY – HALF OF TEAM ATTENDED.
 - BID Conversion Update; COUNTY HAS PUT VMC BEHIND WITH OUR TIMING BY NOT GIVING NDA AND HAS NOW INCLUDED STATE BOARD OF EQUALIZATION. NEED A NEW RESOLUTION ON OCTOBER 31ST AT BOARD OF SUPES MEETING. HOPEFULLY WE WILL GET DATA. CURRENT AGREEMENT ALLOWS FOR VMC TO GET DATA THAT THEY HAVE IN THEIR POSSESSION CURRENTLY FROM BOARD OF SUPES.
 - Leave No Trace/Cleaner California Coast Update INITIATIVE BROUGHT TO VMC BY SUPES GJERDE AND WILLIAMS; ASKED VMC TO PAY FOR FIRST YEAR TO BUILD OUT WITH OTHER COUNTIES. PROGRAM LAUNCHED, AND WAS SUPPOSED TO TRANSFER BACK TO COUNTY TO MANAGE. GJERDE & WILLIAMS HAVEN'T RESPONDED. TS ASKING SUPE MULJERN TO STEP IN AND TAKE THE REINS. SUPE RODINI FROM SONOMA IS SENDING A LETTER TO SUPES GJERDE & WILLIAMS TO GIVE OPTIONS AS DATA ISN'T FORTHCOMING FROM MENDOCINO COUNTY. MENDOCINO COUNTY IS BEST PERFORMING AS FAR AS EYES ON THE PROGRAM.
 - Q1 Report July-September 2023 | *See Attachment(s)* | **Approve. TS NOT SUBMITTING QUARTERLY REPORTS UNTIL ADJUSTMENTS HAVE BEEN MADE – SEE FINANCE.**
 - Certified Tourism Ambassador Program - Mendocino College | *See Attachment* **UPFRONT COSTS 30 – 35K; SUBSEQUENT UPKEEP IS \$10K (ROUGHLY) PER YEAR. PAMELA HESTON OF MENDO COLLEGE HAS SECURED SCOTT SCHNEIDER TO TEACH PROGRAM AND MENDOCINO COLLEGE IS FOOTING THE BILL. VMC GETS CREDIT FOR SPONSORING THE PROGRAM.**
 - **BOARD OPENINGS: JO BRADLEY IS HELPING TO RECRUIT; LARGE LODGING, MEDIUM LODGING AND SMALL LODGING. MID-TERM POSITION IS ELIZABETH CAMERON'S. TS SUGGESTS THAT POSITION ISN'T LOOKED AT YET TO BE FILLED DUE TO CHANGES IN THE BID STRUCTURE WHICH WILL NATURALLY CHANGE BOARD SEATS. DEADLINE TO GET CANDIDATES IS THIS FRIDAY BY COB.**
- **FUTURE AGENDA ITEMS** Discussion
THREE BOARD OPENINGS
- **NEXT MEETING** Discussion Possible Action
Tentative: Thursday, December 14, 2023, at 2:00 PM
- **ADJOURN MOTION TO ADJORN: CAB**