



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS MINUTES**

**DATE: Thursday, August 11, 2022 starting at 2:00 PM**

**PLACE: ZOOM: <https://us02web.zoom.us/j/87478921388>**

\*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.

- **CALL TO ORDER 2:03 PM**

- **ROLL CALL**

**BOARD MEMBERS**

Scott Connolly (SC)  
 Cally Dym (CD)  
 Bernadette Byrne (BB)  
 Kasie Gray (KG) 2:09 PM  
 Katrina Kessen (KK)  
 Elizabeth Cameron (EC)  
 OPEN SEAT  
 OPEN SEAT  
 Raakesh Patel (RP)  
 OPEN SEAT  
 Brett Schlesinger (BS)

**ATTENDANCE**

X Present  Absent  
 X Present  Absent  
 X Present  Absent  
 X Present X Absent  
 X Present  Absent  
 Present X Absent  
 Present  Absent  
 Present  Absent  
 Present X Absent  
 Present  Absent  
 X Present  Absent

**TITLE**

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

**STAFF/CONTRACTORS:**

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

**ATTENDANCE**

X Present  Absent  
 X Present  Absent  
 X Present  Absent  
 X Present  Absent  
 X Present  Absent  
 X Present  Absent

**TITLE**

Executive Director  
 Administrative Assistant  
 Marketing & Sales Manager  
 Partner Relations & Communications Manager  
 Marketing & Communications Coordinator  
 Festival Coordinator

**INTRODUCTION OF GUESTS:**

- Jon Glidewell, The Beachcomber Inn & BID Advisory Board
- Robert Jason Pinoli, Skunk Train
- Cindi Wagner, The BID Advisory Board
- Carson Lambeth, Civitas
- Jo Bradley, 2:07 PM

- **CHAIR'S COMMENTS:**

- **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 July 14, 2022 | **See Attachment**
  - BB 1<sup>st</sup> and CD 2<sup>nd</sup> Motion Carries

**Timed Item: 2:15 PM** ✓ Discussion ✓ Possible Action

- BID Assessment Increase (Cally to lead, Travis to Open) – Welcome: Carson Lambeth, Civitas Advisors
- TRS: We have had a few angles to approach how to fund ourselves with less from the county
- CD: Just to underscore the importance of us coming self-efficient and if we voted today, it would be 2-3 in our favor and that is just too close for comfort
- TRS: Increase to 2% and give us a 5-year contract with the county and with that, we can ask the county for a flat rate for partial funding. We also increase lodging to 2% and asses other businesses at 1% and we haven't picked what sectors that would be, but we thought of wine tasting, breweries, bars, tasting rooms, attractions, and restaurants.
- CL: With the increase, it would be a 10-month process and double the current income. With just increasing the BID for lodging to 2% and short-term rentals Starting September 1<sup>st</sup> we would begin outreach and touching bases to make sure they are on board with this step. We would still have the same owner's association. Currently, we don't have a management district plan but if we sign on, we will have a road map for the next 5 years with no concern of losing funding. Once we start the new term, we will be planned out for the 5 years. Following we would ask the county to approve. If we add the other businesses, we must go to the board for information on how we weigh their votes and get the information from the county, and then we would determine how much each business would be rated.
- CD: What would happen if we tried to bring in industries and we realized after the petition that we didn't have support
- CL: We can take businesses out, but we can't change the plan and if we want to change the plan, we will have to start all this over.
- BB: How long will it take for the county to give us the information we need
- CL: It is based on the county and how willing they are to connect
- CD: We would like to move forward with allowing civitas to find out all the information we need
- BB: Wants to find out if it's worth the potential blowback with local businesses
- CD: Asking the advisory committees if lodging can be the bad guy because VMC needs to have a good standing.
- KK: Isn't sure that the same support will come from Inland lodging
- TRS: Hoping the BID Board going to give the direction
- BB: Saw that there was research done on how the financial wine states are in Mendocino County
- KK: Why are we taking it 2% instead of increments
- TRS: Once we lose the match, we will only be gaining a small amount
- JB: Concerned about losing the money
- CD: We could have an extension if we needed because there are options with the county and our contract
- CL: We can always make the start date coincide with the next end date
- BB: We can change certain ones that would be 1% and 2% if we have a clear plan
- KK: In general, it is uncomfortable to have this conversation but we feel the research is always valid but we are not comfortable assessing other businesses
- BB: The blowback for VMC could be bad and we are riding a solid wave of good work so research is fine unless the data shows it is a good way to go
  - California BID/TBID Matrix | **See Attachment**
  - 89 vs. 94 Law | **See Attachment**
  - Steps to form a 94 BID/TBID | **See Attachment**
  - Civitas Proposal for Conversion + Assessment Increase | **See Attachment** | Approve
    - i. CD 1<sup>st</sup> and BB 2<sup>nd</sup> Motion Carries
- **FINANCE COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action
  - FINANCE CHAIR COMMENTS:
  - June 2022 Preliminary EOY Financials | **See Attachment** | Approve
    - Review Cash Flow Spreadsheet
    - BB 1<sup>st</sup> and CD 2<sup>nd</sup> Motion Carries

- **FESTIVAL & MARKETING COMMITTEE UPDATE**  Discussion  Possible Action
  - FESTIVAL CHAIR COMMENTS:
  - MARKETING CHAIR COMMENTS:
  - PR Report
    - TRS: We have as of today local magazine on the ground and 7x7, following Kim Lavato freelance writer, and KO coming up for recon. Key Placements we have wine enthusiasts east bay time inside hook yahoo travel and leisure, & kron 4. The first cannabis pr update went out and we have received a lot of positive feedback and interest. We also placed in the press democrat. Camping with the giants which is in the redwoods will release next. TRS will be in LA in April. We are working right now on fiscal projections for month 1 of the year
  - Festival(s) Update
    - JM: Live marketing Harvest Festival September 19<sup>th</sup>. The brochures are completed and will be at all the distributors in CA and will be on schedule for plenty of people to be ready for it. Outreach is coming up fast for helping promote the 2 events for Seafood and Sips.
  - Meet & Greet August 17<sup>th</sup> 3 – 5 PM in Point Arena
  - Cannabis Tourism Update
    - Cultivar Contract/Direction (Brett Schlesinger & Travis Scott)
  - Event Marketing Support Parameters | **See Attachment**
  - DogTrekker Barking Report | **See Attachment**
    - RJ: Overall it has been very successful, and we are working with them to come up with new things for the website.
  - California State Fair Booths | **See Attachment**
    - RJ: The booth was nice and successful, and we will be setting up at the Boonville Fair next
  - Schedule of Commercials | **See Attachment**
  - Rebrand & Website Schedule | **See Attachment**
    - RJ: Should be launching in mid-January
  - Podcast Update
    - RJ: MendoParks 10,000 views in 4 weeks
  - Room to Roam Analytics | **See Attachment**
    - 15.8K Clicks
    - 1.94M Impressions
    - CPC \$0.19
  - Social Media Analytics | **See Attachment**
    - 34,411 Clicks
    - 2.37M Impressions
    - CPC \$0.29
  - Website Analytics | **See Attachment**
    - Website down 9.3% July 2022 vs July 2021 (5,400 less website visitors)
    - Website down 3.99% July vs June (2,000 less website visitors)
    - Website up 2.22% Jan-July 2022 vs Jan-July 2021 (2,500 more visitors)
    - Website up YoY (July 2021 to June 2022 vs July 2020 to June 2021)
    - 47.11% (558,750 vs 379,813)
  - Booking Link | **See Attachment**
    - 1983 Referrals
- **VISITOR SERVICES UPDATE**  Discussion  Possible Action
  - VISITOR SERVICES CHAIR COMMENTS:
  - Visitor Survey Update
    - JC: We are waiting for the analysis, but we had over 3500 usable respondents. About 90% were from the State of CA and 88% in Northern CA.

- Recruiting Visitor Services Committee Members and Chair
  - JC: We will be bringing in Terrie Swift as well as other members in areas besides the coast
  
- **EXECUTIVE DIRECTOR REPORT** ↗ **Discussion** ↗ **Possible Action**
  - BID/Match information & research
  - End of Year Financial Review (itemized)
  - FY 2021/2022 Q3 Report | **See Attachment** | Approve
    - BB 1<sup>st</sup> and CD 2<sup>nd</sup> Motion Carries
  - NCTC Annual Report | **See Attachment**
  - NCTC Annual Grant Application | **See Attachment**
  - 21-22 National DMO Funding Report | **See Attachment**
  - BID Advisory and Director Recruitment season
    - TRS: Has asked JB what she needs, and she will begin looking for people
  
- **FUTURE AGENDA ITEMS** ↗ **Discussion**
  
- **NEXT MEETING** ↗ **Discussion**
- Tentative: Thursday, September 08, 2022 at 2:00 PM
  
- **ADJOURN** BB Moves to approve at 3:27 PM