



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Tuesday, November 13, 2018 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, 1055 N State St, Ukiah, CA & 1016 Main Street, Saint Helena, CA, 1411 Hwy 128, Boonville CA 95415
(605) 562-0400, access code 443-8581#

*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

II. ROLL CALL

a. Board Member	Attendance Status	Title
John Kuhry (JK)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair/At Large Member
Sharon Davis (SD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Vice Chair/Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Treasurer/Arts Organization/Attractions
Jo Bradley (JB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Secretary/Coastal Medium Lodging Operator
Cynthia Ariosta (CA)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Winery/Winegrower
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Coastal Large Lodging Operator
Jitu Ishwar (JI)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Inland Large Lodging Operator
b. Staff Member	Attendance Status	Title
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Director of Tourism
Emily Saengarun (ES)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Contractor/Accountant
c. Introduction of Guests		
Marcus Magdaleno	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Guest/Call In

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.

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 10/9/18 meeting
- b. REVIEW/APPROVE MCTC 9/2018 Financials

VI. EXECUTIVE DIRECTOR REPORT Discussion

- a. Fort Bragg Office Update
- b. Quarterly Report Possible Action
- c. Board of Supervisors Presentation
- d. January Board Training Discussion

e. Data Collection Recommendation

f. Bylaw changes Possible Action

- JB to lead discussion

VII. MARKETING COMMITTEE UPDATE Discussion

a. BID Compliance Protocol: Lodging Promotion Policy (with suggested changes)

- JB to lead discussion Possible Action

b. Media Proposals

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

a. New Board Members

b. BID Advisory Member

IX. FINANCE COMMITTEE UPDATE Discussion Possible Action

a. REVIEW/APPROVE 2017/18 Financial Audit

X. PERSONNEL COMMITTEE UPDATE Discussion

a. Staffing Updates

Note: ED official 6-month review in December 2018

XI. FESTIVAL COMMITTEE UPDATE Discussion

a. Festival Reportable Items

XII. VISITOR SERVICES COMMITTEE UPDATE

a. Visitor Services Committee Chair Report

- Tabled until January 2019

XIII. FUTURE AGENDA ITEMS Discussion

XIV. NEXT MEETING

TENTATIVE: DATE: Tuesday, December 11, 2018 TIME: 1:00 PM, LOCATIONS: 105 West Clay Street, Ukiah CA 95482, 345 N. Franklin Street, Fort Bragg CA 95437

XV. ADJOURN