



**GOAL SETTING & BONUS CRITERIA FOR
MCTC EXECUTIVE DIRECTOR ALAN HUMASON
FY2017-18**

OUTREACH – 20%

- Visit All Tier 1 Lodging by _____ [date]
- Visit Top 20% of Tier 2 by _____ [date]
- By _____ [date], present to:
 - All Mendocino County Chambers of Commerce
 - City Councils
 - Municipal Tourism Groups

FISCAL RESPONSIBILITY – 20%

- Annual Audit complete by October 1st, 2017
- BID/TOT Overage

BID – 20%

- Work with BID Advisory Board to pass the BID
- Bid Reports in a timely manner April 1st, 2018

MARKETING – 20%

- Website Redesign
- Content Creation
- Social Media Engagement

STAFFING – 20%

- Staffing Evaluations and Full FTE by December 1, 2017.