

VISIT
MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.
EXECUTIVE COMMITTEE MINUTES

DATE: Tuesday, June 27, 2025 | TIME: 11:00AM

PLACE: via Zoom

Zoom: <https://us02web.zoom.us/j/82290587284>

**Place: Visit Mendocino County
105 W. Clay St. Ukiah, CA 95482**

I. CALL TO ORDER 11:02 AM

II. ROLL CALL

a. Board Member	Attendance Status	Title	
Brett Schlesinger (BS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Cab Boettcher (CB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair
Kasie Gray (KG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Treasurer
Tawny MacMillian (TM)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary
b. Staff Member	Attendance Status	Title	
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director

c. Introduction of Guests

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

- Meeting Minutes: 4/10/25 | **See Attachment** | Approve
 - 1st TM 2nd BS Motion Carries

VI. ITEMS FOR REVIEW Discussion Possible Action

- Elizabeth Cameron | **See Attachment**
 - Melodie Hilton from the Skunk Train has been seated by the Board of Supervisors. We will be seeking a replacement for Elizabeth Cameron.
- Marketing Action Plan - Discussion | **See Attachment**
- Marketing Plan | **See Attachment** | Approve
 - 1st CB 2nd BS Motion Carries
- April 2025 Financials | **See Attachment** | Approve
 - 1st TM 2nd BS Motion Carries
- Draft FY 2025/26 Budget | **See Attachment** | Approve
 - 1st TM 2nd CB Motion Carries
- FY 2024/25 Q2 Report Draft | **See Attachment** | Approve
 - 1st CB 2nd BS Motion Carries
- FY 2024/25 Q3 Report Draft | **See Attachment** | Approve
 - 1st CB 2nd BS Motion Carries
- BID Renewed for FY 25/26
- Marketing District Plan Update

- RJ: We are continuing meeting and outreach to stakeholders, specially large lodging, to get the petition drive complete

VIII. FUTURE AGENDA ITEMS:

IX. NEXT MEETING DATE:

TBD: As needed

X. ADJOURN: 12:01 PM by CB