



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
EXECUTIVE COMMITTEE AGENDA**

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

II. ROLL CALL

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

- None

VI. ITEMS FOR REVIEW ☒ Discussion ☒ Possible Action

- Elizabeth Cameron's Letter | **See Attachment**
- At Large Board of Directors Seat – Melodie Hilton – Director of Marketing, Skunk Train | **Approve**
- Marketing Action Plan - Discussion | **See Attachment**
- Marketing Plan | **See Attachment** | **Approve**
- April 2025 Financials | **See Attachment** | **Approve**
- Draft FY 2025/26 Budget | **See Attachment** | **Approve**
- FY 2024/25 Q2 Report Draft | **See Attachment** | **Approve**
- FY 2024/25 Q3 Report Draft | **See Attachment** | **Approve**
- BID Renewed for FY 25/26
- Marketing District Plan Update

VIII. FUTURE AGENDA ITEMS:

IX. NEXT MEETING DATE:

TBD: As needed

X. ADJOURN: