



MENDOCINO COUNTY TOURISM COMMISSION, INC.

FINANCE COMMITTEE Minutes

DATE: Tuesday, July 5, 2022, TIME: 12:00 PM

CALL IN LOCATION: ZOOM | <https://us02web.zoom.us/j/87483532961>

*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.

1. CALL TO ORDER

2. ROLL CALL

Board Member	Attendance Status		Title
Kasie Gray (KG)	X Present	<input type="checkbox"/> Absent	BOD Treasurer Inland Promotional
Scott Connolly (SC)	X Present	<input type="checkbox"/> Absent	BOD Chair Medium Lodging Operator; Coastal
Cally Dym (CD)	X Present	<input type="checkbox"/> Absent	BOD Vice Chair Large Lodging Operator
Bernadette Byrne (BB)	X Present	<input type="checkbox"/> Absent	BOD Secretary Winery/Winegrower
Staff Member	Attendance Status		Title
Travis Scott (TRS)	X Present	<input type="checkbox"/> Absent	Executive Director

Introduction of Guests:

3. CHAIR/TREASURER COMMENTS:

4. 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.

5. CONSENT AGENDA ITEMS: Discussion Possible Action

- Minutes from 06.07.2022 Meeting
 - *Motion by BB, 2nd by SC, Roll Call Vote: Motion Carries*

6. ITEMS FOR REVIEW: Discussion Possible Action

- BID & Matching Funds from COM | *APPROVE* | See Attachment
 - TAG ROI Study
 - *Motion by CD, 2nd by BB, Roll Call Vote: Motion Carries*
 - BID Business Sector Inclusion (Cally to Lead)
 - The group discussed the possibility of other business sectors in the BID assessment – BB requested that CIVITAS provide further data and information on regions that have wine tasting rooms included in BID’s.
- Budget Augmentation FY 22/23 | *APPROVE*
 - \$22,000 addition to budget from Acct 3900 to Acct 7080 for TAG Contract
 - \$9,000 addition to budget from Acct 3900 to Acct 5240 for AIRDNA Data Contract
 - *Motion by CD, 2nd by SC, Roll Call Vote: Motion Carries*
- Financial Statements
 - May 2022 | *Approve for Board Approval* | See Attachment
 - *Motion by SC, 2nd by CD, Roll Call Vote: Motion Carries*
 - Review Cash Flow Spreadsheet

8. FUTURE AGENDA ITEMS: Discussion

9. NEXT MEETING: Discussion

TENTATIVE: Tuesday, August 2, 2022, 12:00 PM, 105 West Clay Street, Ukiah CA 95482

10. ADJOURN: Action

- *Motion by CD at 1:11 PM*