



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, May 21, 2026, starting at 1:00 PM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and

Little River Inn Abalone Room, 7901 California Highway One, Little River, CA 95456

• CALL TO ORDER: 1:10 PM

• ROLL CALL

BOARD MEMBERS

Kasie Gray (KG)
Tawny MacMillan (TM)
Ian Roth (IR)
Alina Reyes (AR) ZOOM
Jon Glidewell (JG)
Jitu Ishwar (JI)
Cab Boettcher (CB)
Julie Golden (JG) ZOOM
Melodie Hilton (MH)
Roxanne Perkins (RP)
OPEN SEAT

ATTENDANCE

X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
☐ Present X Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
☐ Present ☐ Absent

TITLE

CHAIR Regional Promotional; Inland
VICE CHAIR Regional Promotional; Coastal
TREASURER Medium Lodging Operator; Coastal
SECRETARY Small Lodging Operator
Large, At-Large Lodging Operator
Large Lodging Operator; Inland
Large Lodging Operator; Coastal
Food & Beverage
At Large
Arts Organization/Attractions
Winery/Winegrower

STAFF/CONTRACTORS:

Scott Schneider (SS)
Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Mckenzie Spears (MS)
Janis MacDonald (JM)
Kathy Janes (KJ)

ATTENDANCE

X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent
X Present ☐ Absent

TITLE

Interim Executive Director
Director of Operations
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Executive Support Specialist

INTRODUCTION OF GUESTS:

NIKKI WHILLET AND CALLY COOMBS LEFT AT 2:20 PM

• 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.

• 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.

- April 23, 2026 Meeting Minutes | **See Attachment** | **Approve**

IR 1st and RP 2nd Motion Carries

• EXECUTIVE DIRECTOR REPORT ☒ Discussion ☒ Possible Action

- General Update

SS: Had some good discussion with the Marketing Committee and we are waiting to approve budget with Finance Committee. Thank you everyone for attending the Board of Supervisors meeting we presented the BID Advisory

report to the county. They approved 5 to 0. They kept commenting on what we are doing inland but we have not had conversations yet. So in June we are hoping to have bullet points for inland marketing. With the third-party collections they wanted to hear back from the treasurer and tax collector and they had no issue with adjusting the bylaws. They want to split the board by region based on where money is made. The BID Board has recommended 7 board members with 2/3 representing lodging. The process to change the board is once the county is done and we have our bylaws then our board will discuss all of the recommendations, and then we would decide as a board what we want to do. There is lots of discussion to be had regarding the makeup of the board.

CB: Seems a little backward to pull only 25 keys out of our 400 lodging properties. Also feels that 25 hotels don't make up all lodging for Mendocino County and the small properties should also have seats on the board.

CB presented a document showing room counts by property, which are attached to the end of the meeting minutes

CC: Since the board is brown acted it should take over the BID Advisory Board. We hope the marketing committee can be a team that actually gets the important work done and this board is a watchdog board.

IR: Does that mean the Marketing Committee gets to make decisions not the board?

JohnG: The Marketing Committee makes suggestions and the final decision goes to the Board. The issue is no decisions really have been made by the board for marketing and the hope is it becomes a more productive team using a smaller board and a strong marketing committee.

CC: The county will no longer have access to decipher who is large and small so the way we do that is keys(room numbers).

SS: The Adhoc Bylaws Committee currently has 2 members but none of them are Board members so we should take a look at that. This won't be a July 1 change it is a long process. The team has started to strategize we just need more feedback.

- Business Improvement District Update
- BOS Annual BID Renewal Update

- **MARKETING COMMITTEE UPDATE** ✓ Discussion ✓ Possible Action

- MARKETING CHAIR COMMENTS: There was a lot of discussion about where inland marketing is going, and we look forward to revamping in a new direction.
- Festival(s) Update
 - Whale Festivals

JM: The Film Festival is next week, following that is the Pinot Festival and we are hoping to work on the grant program. Had a great chat with Kathy to work on festival ideas to span the entire coast. Met with the Kelp Fest and they are trying to create lodging packages.
- PR Report | **See Attachment**
 - PR Comparison | **See Attachment**

JPC: Visit CA had a good look at Frontier Days and 4th of July. We did see things drop this year in comparison to last year but while it was a large drop it does take time for our press releases to come back so don't be alarmed. We had a great international FAM come through who loved our food and wine options. We also had some really nice 101 agriculture deep dives for our most recent solo traveler FAM. We also have 2 more FAMS coming up in August.
- Online Marketing Programmatic Analytics | **See Attachment**
 - Social Media Analytics | **See Attachment**

RJ: April programmatic analytics: 2.4M impressions, 34k clicks, at a CPC of \$0.07
Social Media: Magic is real campaign had 24k clicks at a CPC of \$0.29 and our Spring and Summer campaign had 4k clicks at a CPC of \$0.18 - Ad went live the later part of April
 - Website Analytics | **See Attachment**

RJ: Website: 70k visitors with an average time of 1 minute and 20 seconds
 - Booking Link | **See Attachment**
 - RJ: Saw an increase in bookdirect searches and referrals. From 6.8k searches in March to 9k in April
 - From 1k referrals in March to 1.35k in April

- Draft FY 26/27 Marketing Plan| **See Attachment |Approve**

SS: We are entering the 21st year this year which is pretty exciting.

JPC: We are hoping to bring PR in house sooner rather than later. We would love to have it happen June 1st but not sure if we can make that happen. We want to use this to help us drive our ad sets and layer our promotions. We are looking forward to a two-track system with Inland and Coastal.

RP: Is it possible to expand the book direct link to add in tickets for a special events and attractions?

JPC: No it isn't our program to change but it is a trackable link.

CB: Do we need to reorganize the people on the marketing committee.

CC: Yes, because we need more engagement. We need regional marketing people, so we represent both sides.

JG: We are hearing about the changes after they are already happening. We get more support from Cloverdale than we do from Ukiah. Where are unincorporated communities being represented. Seems like decisions made are happening over the last 6 months without keeping everyone in the loop. You should just say were cutting off inland and not including us. We get lots of day trips into our area, but we get quite a few people who don't go to the coast, and it sounds like Hopland won't have any representation. So maybe we need to have our own group if we are going to be removed all together.

SS: The idea is to talk to hotels on the 101 corridor and figure out how to get more people in those hotels. We are meeting with inland folks the next few weeks and anyone who wants to have a conversation in the next few weeks is welcome to.

CB: I think we need to work better with other counties and see how VMC can help make that connection.

JPC: Our support isn't going away a subcommittee is to help understand what inland people want.

KG: Just because there is a blur about conferences doesn't mean we are solely focusing on conferences. We did get the information back to see where the funds are coming from and so that is how we are hoping to divide marketing dollars.

JG 1st and TM 2nd Motion Carries

- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action

- FINANCE CHAIR COMMENTS: We didn't have a quorum so we should table the budget for the next meeting.

- March 2026 Financials| **See Attachment |Approve**

KG 1st and MH 2nd Motion Carries

KG: On page one there is \$35,000 for prepaid expenses but on page six it is at \$11,000 so wondering why there is a difference. There are a few other disputes.

RJ: Going to report back with answers via email later.

- Draft FY 26/27 Budget |**Approve**

Waiting for next meeting so item moves to June for approval following Finance meeting.

- **CLOSED SESSION**  Discussion  Possible Action

- Executive Director Search Parameters

- **FUTURE AGENDA ITEMS**  Discussion

Draft FY 26/27 Budget

Space for Katrina to speak from Visit Ukiah

- **NEXT MEETING**  Discussion

- Thursday, June 18, 2026 at 1:00 PM

- **ADJOURN by IR at 2:39 PM**

Here is the **best current working list** I can support from public sources.

Count of Mendocino County lodging properties with 25+ rooms: about 41 properties

Important caveat: Mendocino County publishes TOT/BID forms and collection reports, but I did **not** find a public county roster listing every TOT/BID remitter by property and room count. So this is a **public-source lodging inventory**, assuming traditional hotels/inns/motels/resorts are TOT/BID-paying unless clearly otherwise. The county confirms it administers both **TOT** and **BID assessment** reporting.

25+ room properties found

Area	Property	Rooms
Fort Bragg	Motel 6 Fort Bragg	89
Fort Bragg	Harbor Lite Lodge	72
Fort Bragg	Beachcomber Motel	73
Fort Bragg	Seabird Lodge	65
Fort Bragg	Best Western Vista Manor Lodge	55
Fort Bragg	Holiday Inn Express Fort Bragg	54
Fort Bragg	Surf Motel & Gardens	54
Fort Bragg	Super 8 Fort Bragg	53
Fort Bragg	Oceanside Inn & Suites / Days Inn	50
Fort Bragg area	Mendocino Cove Resort / former Pine Beach Inn	~50–51
Fort Bragg	Travelodge / Studio 9 Glass Beach	~48
Fort Bragg	Emerald Dolphin Inn	43
Fort Bragg	North Cliff Hotel	39
Fort Bragg	Baymont by Wyndham	31
Fort Bragg	The Beach House Inn	30
Fort Bragg	Surf & Sand Lodge	30
Fort Bragg	Ocean View Lodge	30
Fort Bragg	Coast Inn and Spa	29
Ukiah	Holiday Inn Express & Suites Ukiah	92
Ukiah	Motel 6 Ukiah North	90
Ukiah	Hampton Inn Ukiah	76
Ukiah	Motel 6 Ukiah	71

Ukiah	Comfort Inn & Suites	63
Ukiah	Fairfield Inn Ukiah	56
Ukiah	SureStay Hotel by Best Western Ukiah	55
Ukiah	Super 8 Ukiah	55
Ukiah	Days Inn Ukiah	54
Ukiah	Quality Inn Ukiah	40
Ukiah	Americas Best Value Inn Ukiah	39
Ukiah	Vichy Springs Resort	26
Redwood Valley	Wyndham Garden Redwood Valley	99
Willits	Best Western Willits Inn	44
Willits	Super 8 Willits	44
Willits	Inn at Baechtel Creek	43
Willits	White Deer Lodge	30
Mendocino	Mendocino Hotel	51
Mendocino	Hill House Inn	44
Mendocino	Stanford Inn by the Sea	41
Mendocino	MacCallum House Inn	25
Little River	Little River Inn	69
Little River	SCP Mendocino Inn and Farm / Mendocino Inn & Spa	31

Primary room-count support comes from Travel Weekly hotel index pages for Fort Bragg, Ukiah, Willits, Mendocino/Little River, and Point Arena-area properties, plus current sources for North Cliff, Ocean View Lodge, and Mendocino Cove Resort.

Percentage note

Using a general county lodging universe of roughly **190–220 traditional lodging properties**, these **~41 properties** represent approximately:

$$41 / 220 = 18.6\%$$

$$41 / 190 = 21.6\%$$

So the clean summary is:

Approximately 19%–22% of Mendocino County’s traditional lodging properties appear to have 25 rooms or more; roughly 78%–81% are smaller than 25 rooms.