

MENDOCINO COUNTY TOURISM COMMISSION, INC.

Finance Committee Minutes

DATE: Tuesday, February 5, 2019 TIME: 4:00 PM PLACE: 105 W. Clay Street Ukiah CA 95482
Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA 95482
(605) 562-0400, access code 443-8581#

I. CALL TO ORDER

4:09 PM

II. ROLL CALL

a.	Board Member Attendar		tatus	Title
	John Kuhry (JK)	🗾 Present	☐ Absent	Chair/At Large Member
	Jennifer Seward (JS)	才 Present	☐ Absent	Treasurer/Arts Organization/Attractions
	Jitu Ishwar (JI)	Present	$\overline{oldsymbol{\mathcal{I}}}$ Absent	Inland Large Lodging Operator
b.	Staff Member	Attendance Status		Title
	Travis Scott (TS)	🛾 Present	\square Absent	Executive Director
	Emily Saengarun (ES)	🗾 Present	☐ Absent	Administrative Services Manager
	Daphne Haney (DH)	☐ Present	🗹 Absent	Contractor/Accountant
c.	Introduction of Guests	}		
	Marcus Magdaleno	🗾 Present	☐ Absent	Mendocino County BID Advisory /Inland Member

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. Review and Possibly Approve 2019/2020 Drafted Budget $\;\;\vec{\mathcal{L}}\;$ Discussion $\;\vec{\mathcal{L}}\;$ Possible Action

2019/20 Budget Draftv2

Spread Sheet Notes:

- o Orange columns dated 2018-19 reflect 2019-20 budgeted numbers
- o Income; 4251/Ads: \$0, hard sell
- Income; New/Orange Bags: Lowered \$
- o Income; 4240: No more slush funds, budget to be fully accounted for
- Marketing; 5130/Print, Digital, Direct Mail & Broadcast: \$322.5K + add funds from reserve, seeing great results from 2018/19 campaigns
- Marketing; 5110/Video Development: \$ up'd from last year, time to revamp
- Marketing; 5550/Visiting Media Expenses: \$ up'd from last year, shows growth potential
- Marketing; New/Content Creation: \$ + add funds from reserve, JK more funds/focus needed
- Visitor Services; 5840/State Fair Exhibit: \$ up'd from last year, increased to move to Redwood Empire Fair following State Fair
- o Visitor Services/Marketing; 6220/Event Guides: Lowered \$ no new festival guides needed
- O Admin Expenses; 7310/Emp Cell Phones: + \$10k to \$6k = \$16k
- o General Admin; 7060/Payroll Fees: + \$1.6k to \$.5k = \$2.1k
- o General Admin; 7280/VMC Emp Travel: \$ up'd from last year, to be realistic due to county size + add staff
- Personnel; 8510/Salaries: moved 2 contractors to staff to show true costs, + up to 5% possible increase,
 *Per Finance Committee –add in up to 5% possible increase to ALL employees

^{*}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.

- o Personnel; 8530/Payroll Taxers: \$ up'd to reflect emp count
- o Personnel; 8570/Health Insurance: \$ up'd to reflect emp count
- o Personnel; 8580/Other Emp Benefits: * Per Finance Committee up to \$10k potential

TS – Budgeted at +5% over last year, 2017/2018 had 8.6% YOY growth

JK – Would like to go lower, 3% realistic

MM – During BID meeting 5% was agreed upon

TS – Currently budgeted 100% on expected income with 0% reserves

After discussion Finance Committee requests VMC use 1/3 of reserves in 2019/2020 budget (EST \$64K), to prevent being seen as holding funds.

MM – suggests putting reserve funds into miscellaneous/optional use fund

TS – Prefer all funds be budgeted and reallocated at a later time with Board approval

JK/JS – agree the reviewed budget with the discussed adjustments are ready to be presented before the Board at the next Board Meeting.

XI. NEXT MEETING

Set for: Wednesday, February 27, 2019 at 11:00 AM

105 West Clay Street, Ukiah CA 95482

Call-in: Redwood Empire Fair Grounds, 1055 N State St, Ukiah CA 95482

XII. ADJOURN 🔀 Possible Action

5:13 PM