

# MENDOCINO COUNTY TOURISM COMMISSION, INC.

## BOARD OF DIRECTORS AGENDA

**DATE:** Tuesday, July 11, 2017 **TIME:** 12:00 PM

**PLACE:** 390 West Standley Street, Ukiah

**CALL-IN LOCATIONS:** 345 N. Franklin St., Fort Bragg 94537; Kanehoa St, Kamuela, HI 96743: 1055 North State Street: 2777 4<sup>th</sup> Street, Santa Rosa CA 95405

**GoToMeeting Link:** <https://global.gotomeeting.com/join/860762373>

**Call In Number:** +1 786-535-3211 **Access Code:** 715-399-917

*\*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.*



### I. CALL TO ORDER

### II. ROLL CALL

### 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

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.

- a. Approve Minutes from June 20 & May 10, 2017 Meetings
- b. Approve May Financials
- c. Approve AR Aging Report
- d. Approve AP over 30 Report
- e. Approve Check Register

### VI. STRATEGIC PLAN UPDATE

- a. Coraggio Meeting (Mapping Initiatives)

### VII. TRADEMARK UPDATE

### VIII. COMMITTEE APPROVAL THRESHOLDS

- a. ACTION ITEM: Discuss & Approve

### IX. EXECUTIVE DIRECTOR REPORT

- a. May/June Team Report
- b. ACTION ITEM: Approve DRAFT Letter to the Army Corp of Engineers concerning Lake Mendocino:

### X. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

- a. Organizational Development Committee Chair Report

- XI. MARKETING COMMITTEE UPDATE**
- a. Marketing Committee Chair Report
  - b. ACTION ITEM: Approve new tag line “Find your Happy”
  - c. ACTION ITEM: Theory SF Agreement

- XII. FINANCE COMMITTEE UPDATE**
- a. Finance Committee Chair Report
  - b. Risk Assessment Update
  - c. 15/16 Audit Update

- XIII. PERSONNEL COMMITTEE REPORT**
- a. Personnel Committee Chair Report

- XIV. FESTIVAL COMMITTEE UPDATE**
- a. Festival Committee Chair Report

- XV. VISITOR SERVICES COMMITTEE UPDATE**
- a. Visitor Services Chair Report

- XVI. FUTURE AGENDA ITEMS**

**NEXT MEETING**

**ADJOURN**