



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Tuesday, September 12, 2017 **TIME:** 1:00 PM

PLACE: Council Chambers at 111 E Commercial Street, Willits CA

CALL-IN LOCATIONS: 390 West Standley Street, Ukiah CA: 62-2308 Kanehoa St, Kamuela, HI 96743:

1055 North State Street: 345 N. Franklin St., Fort Bragg CA 94537: Rear Office at 14111 Hwy 128, Boonville, CA 95415: 4275 Maple Ave., Freeland, WA 98249

GoToMeeting Link: <https://global.gotomeeting.com/join/969025197>

Call In Number: +1 (872) 240-3412 **Access Code:** 969-025-197

**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. ACTION ITEM: Approve Minutes from August 15, 2017 Meeting.

VI. CITY OF UKIAH PRESENTATION: Ukiah on Ice is requesting \$10,000 Platinum Level sponsorship for 2017 downtown ice skating rink.
a. ACTION ITEM: Approve or modify request for sponsorship

VII. EXECUTIVE DIRECTOR REPORT

- a.** Strategic Plan Update
- b.** BID/MCTC Board Seats Update
- c. ACTION ITEM:** Approve VMC's 4th Quarter Report
- d. ACTION ITEM:** Approve VMC's 2016/17 Annual Report

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

- a.** Organizational Development Committee Chair Report

IX. MARKETING COMMITTEE UPDATE

- a.** Marketing Committee Chair Report

X. FINANCE COMMITTEE UPDATE

- a.** Finance Committee Chair Report
- b.** July Financials
- c.** MCPF Report out

XI. PERSONNEL COMMITTEE UPDATE

- a.** Personnel Committee Chair Report

XII. FESTIVAL COMMITTEE UPDATE

- a.** Festival Committee Chair Report

XIII. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Chair Report

XIV. CANNABIS TASK FORCE UPDATE

- a. Cannabis Task Force Chair Report
- b. Policy Letter of Recommendation
- c. **ACTION ITEM:** Approve Cannabis Policy Recommendation to transfer responsibility for management and coordination of cannabis tourism efforts from MCTC to MCPA

XV. FUTURE AGENDA ITEMS

- a. **Civitas Advisors Presentation**

XVI. NEXT MEETING

XVII. ADJOURN