



## **MENDOCINO COUNTY TOURISM COMMISSION, INC.**

### **BOARD OF DIRECTORS AGENDA**

**DATE:** Wednesday, October 25, 2017 **TIME:** 1:00 PM

**PLACE:** 345 N. Franklin St., Fort Bragg CA

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

1055 North State Street, Ukiah CA: 14111 Hwy 128, Rear Downstairs Office, Boonville CA 95415.

**GoToMeeting Link:** <https://global.gotomeeting.com/join/617618517>

**Call In Number:** +1 (646) 749-3122 **Access Code:** 617-618-517

*\*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 September 12, 2017 Meeting.
- VI. MARKETING COMMITTEE UPDATE**
  - a. Marketing Committee Chair Report
  - b. Presentation by Theory SF of proposed New Marketing Platform Concept and Logo for VMC
  - c. **ACTION ITEM:** Approve New Marketing Platform Concept and Logo for VMC
- VII. EXECUTIVE DIRECTOR REPORT**
  - a. Strategic Plan Update
  - b. BID/MCTC Board Seats Update
  - c. **ACTION ITEM:** Approve VMC's 4<sup>th</sup> Quarter Report DRAFT
  - d. **ACTION ITEM:** Approve VMC's 2016/17 Annual Report DRAFT
- VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**
  - a. Organizational Development Committee Chair Report
- IX. FINANCE COMMITTEE UPDATE**
  - a. Finance Committee Chair Report
  - b. **ACTION ITEM:** APPROVE 1<sup>st</sup> Quarter Financials
  - c. **ACTION ITEM:** APPROVE 2015/16 Audit
  - d. **ACTION ITEM:** APPROVE 2016/17 Financials
- X. PERSONNEL COMMITTEE UPDATE**
  - a. Personnel Committee Chair Report
  - b. **ACTION ITEM:** Approve MCTC Executive Director Goal & Bonus Criteria
- XI. FESTIVAL COMMITTEE UPDATE**
  - a. Festival Committee Chair Report

**XII. VISITOR SERVICES COMMITTEE UPDATE**

- a. Visitor Services Chair Report

**XIII. CANNABIS TASK FORCE UPDATE**

- a. Cannabis Task Force Chair Report

**XIV. FUTURE AGENDA ITEMS**

**XV. NEXT MEETING**

**XVI. ADJOURN**