

**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS AGENDA DATE: Tuesday, April 10, 2018 TIME: 1:00 PM**

**PLACE: 860 Bush Street, Ukiah CA 95482 and 120 West Fir Street, Fort Bragg, CA 95437   
CALL-IN LOCATIONS: none**

\*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.

1. Minutes from the 4/20/18 meeting
2. MCTC Financials from 12/17, 1/18 and 2/18.

**VI. Review Annual BID Report**

**VII. CLOSED SESSION – to discuss Executive Director Search Update**

**VIII. EXECUTIVE DIRECTOR REPORT**

a. Updates and 2018-19 budget update

**IX. MARKETING COMMITTEE UPDATE**

1. Marketing Committee Chair Report
2. Committee recommendation to approve additional funding for brand campaign launch
3. 2018/19 Marketing Plan Draft Outline

**X. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**

a. Committee Chair Report

**XI. FINANCE COMMITTEE UPDATE**

a. Treasurer Report

**XII. PERSONNEL COMMITTEE UPDATE**

a. Personnel Committee Chair Report

**XIII. FESTIVAL COMMITTEE UPDATE**

a. Festival Committee Chair Report

**XIV. VISITOR SERVICES COMMITTEE UPDATE**

a. Visitor Services Chair Report

**XV. CANNABIS TASK FORCE UPDATE**

a. Cannabis Task Force Chair Report

**XVI. FUTURE AGENDA ITEMS**

**XVII. NEXT MEETING**

**XVIII. ADJOURN**