

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MEETING MINUTES

DATE: Wednesday, May 10, 2017 **TIME:** 1:00 PM

PLACE: 390 West Standley Street, Ukiah, CA;

CALL-IN LOCATIONS: 345 N. Franklin St., Fort Bragg CA; Kanehoa St, Kamuela, HI 96743

**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 AT 1:03pm

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. APPROVE MINUTES FROM APRIL 11, 2017 MEETING – Member Magdaleno motions to approve minutes, Member Dym seconds. Member Magdaleno composed an amendment to minutes concerning Committee members listed on webpage. Minutes do not need to be amended for committee membership reviews. **Motion to approve minutes, approved 9-0.** Chair Kuhry requested moving meeting minutes under Consent Agenda Items.

VI. 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 March Financials – In the future, consent agenda items must be plural. Member Dym motions to approve March financials, Member Ishwar seconds. **Motion approved 9-0.**

VII. MENDOCINO COUNTY LODGING BUSINESS IMPROVEMENT DISTRICT 2017-2018 ANNUAL REPORT

a. ACTION ITEM: Review and Approve – Member Dym motions to approve, Member Ishwar seconds. There was much discussion over the 5% increase in growth in lieu of 3% as previously discussed, this change will take place prior to the report moving to the BOS for approval. **Motion with the recommended 3% of growth was approved 9-0.**

VIII. QUARTERLY REPORT

a. ACTION ITEM: Review and Approve – Member Bradley motioned to approve VMC's quarterly report, Member Magdaleno seconds. There was discussion over not receiving the analytics that was requested of the Hidden Object Game. There was a request for a glossary of industry terms to help understand this report. Also discussed was to provide this information to stakeholders in helpful way that will show them what they can do with this information and how it benefits them. There was a question on how this relates to VMC's performance, what type of ROI was accomplished and that some comparison and measurement is needed. There also were questions pertaining to how increased lengths of stays and spending is measured. SF Theory has a proposal to program google analytics to capture data, including email campaigns. There were concerns and questions about ad equivalency, how it is measured, what is the standard and that this information has repeatedly been requested. It was decided that stakeholder

reporting is the responsibility of the Visitor Services Committee and that feedback is important on a continual basis and this should be placed on their agenda. **Motion Approved 9-0.**

IX. TRADEMARK

- a. Weed, Wine, Waves & Wilderness – Member Dym motions to trademark this tag line, Member Ariosta seconds. There was discussion over placement of words and Wine, Waves, Weed & Wilderness was settled upon. Trademarking this tag line and keeping in our back pocket to utilize at a later date gives VMC collateral. This came about when the entrance signs into the County was eloquently vandalized with weed inserted into existing tag line. **Motion Approved 9-0.**

X. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

- a. Organizational Development Committee Chair Report
- b. Board Training Update – Brown and Ethics training has been secured for our Board training day. New BOD Binders will be distributed during training and will also be placed electronically on the .org webpage.

XI. MARKETING COMMITTEE UPDATE

- a. Marketing Committee Chair Report – New tag line “Find your Happy” was unveiled and Chair Kuhry requested a motion to add this item for BOD approval on next agenda. Member Bradley motions, Member Rodriguez seconds. **Motion Approved 9-0**

XII. FINANCE COMMITTEE UPDATE

- a. Finance Committee Chair Report – Member Magdaleno announced that the check register has now been added for consideration; The document will not be posted on the website but will be available at each meeting for review.

XIII. PERSONNEL COMMITTEE REPORT

- a. Personnel Committee Chair Report – Chair Kuhry announced that the Personnel committee met and decided upon a bonus structure for the Executive Director.

XIV. FESTIVAL COMMITTEE UPDATE

- a. Festival Committee Chair Report – Executive Director Humason gave a post mortem of the Almost Fringe Festival and the results were very positive.

XV. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Chair Report – No Update

XVI. EXECUTIVE DIRECTOR REPORT

- a. April Team Report – Executive Director Humason gave an update on VMC’s Team report. There was an uptick in website concessions and back end work has been done and there will be more to come on the website. There is more social media to be tapped and PR is good but there is low awareness
- b. Transition Status Report – Executive Director Humason reported that he is conducting two staff meetings per week with his team in Fort Bragg while he is in transition from his current position.

XVII. FUTURE AGENDA ITEMS

- a. RESERVATION SYSTEMS FOR VISITMENDOCINO.COM
- b. MEETING CALENDAR W/ DUE DATES OF COMMITTEES DELIVERABLES

NEXT MEETING

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