

# MENDOCINO COUNTY TOURISM COMMISSION, INC.

## BOARD OF DIRECTORS MINUTES



**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

- I. **CALL TO ORDER** – Chair Kuhry calls the meeting to order at 12:14PM
- II. **ROLL CALL** – Board members Kuhry, Magdaleno, Bradley, Ariosta, Byrne are present and Member Seward is present via phone. Staff Member CodyChacon and Executive Director Humason are present. Staff member Waters is present via phone.
- III. **CHAIR’S COMMENTS** – Chair Kuhry states how nice it is to have a full time Executive Director in place and with summer in full swing and that it is important to promote inland events both existing and new. Chair Kuhry suggests a change in the agenda, moving the letter to the Army Corp of Engineers to placement VI after the consent agenda items and calls for a motion. Member Byrne motions and Member Magdaleno seconds. **Motion approved 6-0.**
- IV. **PUBLIC COMMENT ON NON-AGENDA ITEMS** – Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or act on any requests during the comment period. **No Comments**
- 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**

Chair inquires if any Member would like to pull an item from the consent agenda. There are no requests. Chair asks for a motion to approve consent agenda items. Member Seward motions and Member Magdaleno seconds. Member Magdaleno suggests an edit in the June 20<sup>th</sup> meeting minutes from “no questions from Member Magdaleno to Member Magdaleno has no questions at this time”. **Motioned approved 6-0.**
- VI. **STRATEGIC PLAN UPDATE** – Member Ishwar has joined the meeting. Executive Director Humason gave an update on the Strategic Plan and VMC’s meeting with Matthew Landkamer from the Coraggio Group.
  - a. **Coraggio Meeting (Mapping Initiatives)** – Team VMC learned how to map out the initiatives of the strategic plan, extracting and identifying risks/challenges of each initiative and the responses, and creating actions steps to rectify and move beyond these hurdles. 6 of the 9 initiatives have been mapped. All this information has been captured within a software platform called Trello that will be rolled out upon the completion of mapping each initiative. Chair Kuhry asks for the Strategic Plan to become a standing item on the agenda for monthly updates.

- VII. TRADEMARK UPDATE** - Executive Director Humason presented an update regarding all Visit Mendocino County trademarks. Concerning interest of the tag line, Find your Happy, this can be trademarked when combined with VMC's logo and is attainable. All wording order of all phrases being used will need to be trademarked separately. There was much discussion over which wording order and phrases that VMC should pursue trademarking and Board requested a proposal with items to be trademarked as well as a total in pricing and timelines. Executive Director will contact the former ED, S. Schneider, to determine when Visit Mendocino and Visit Mendocino County were first used and if they have been trademarked yet.
- VIII. COMMITTEE APPROVAL THRESHOLDS**
- a. **ACTION ITEM: Discuss & Approve** – There was much discussion about whether standing committees have any approval power and if so what is the threshold amount without involving the Board. It was decided that all standing committees do not have any approval power and the Board trusts the discretion of the Executive Director to make responsible decisions.
- IX. EXECUTIVE DIRECTOR REPORT**
- a. **May/June Team Report** – Member Seward left the meeting. Executive Director Humason gave an update on the team report. There was discussion if this report was meaningful and asked the Board as to what they would like to see. Items to be included are context, goals, comparisons of year over year figures and content should coincide with VMC's Strategic Plan. Member Davis suggested a local company called HubMani for social media measurements that may be useful.
- b. **ACTION ITEM: Approve DRAFT Letter to the Army Corp of Engineers concerning Lake Mendocino:** Member Davis has joined the meeting. Member Seward gave an update of the events concerning the management of Lake Mendocino and the ensuing closure of the area and the financial impact this closure, in part or in whole, will have upon the County, tourism, local economics and jobs. Executive Director Humason presented a letter he drafted to the Army Corp of Engineers to the Board for approval. This letter will be sent out to all electives and their respective Boards as well as the Army Corp. of Engineers, to bring attention of the importance of this vital resource and to petition to keep Lake Mendocino open and operational and extending assistance in finding solutions that benefit all. Motion to approve letter was made by Member Byrne, Member Bradley seconds.  
**Motion approved 7-0.**
- X. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**
- a. **Organizational Development Committee Chair Report** – Member Davis gave an update on the Organizational Development Committee. VMC Board had a great training on the Brown Act and Ethics and enjoys the informational binder that was given. Member Byrne commented positively on the changes that were made to the mendocinotourism.org website. Changes includes the addition of VMC's vision, mission, values, reputation and position from VMC's Strategic Plan as well as the Imperatives, Objectives and Initiatives and also an online informational binder. There was discussion over the move to a 5-year plan that is part of VMC's Initiatives of the Strategic Plan, and to invite Civitas Advisors, who does tourism BIDs to the September's BOD meeting for a presentation.
- XI. MARKETING COMMITTEE UPDATE**
- a. **Marketing Committee Chair Report**
- b. **ACTION ITEM: Approve new tag line "Find your Happy"** - Member Rodriguez motions to approve the tag line "Find your Happy" and Member Ariosta seconds. Member Magdaleno expressed concern that the phrase is too common and is already printed on many universal promotional items in use outside of Mendocino County. Executive Director Humason clarified that the phrase and VMC's logo along with

specific font is what VMC will be trademarking for use and as a tourism group no other entity will be able to utilize it. **Motion approved 6-0**

- c. ACTION ITEM: Approve Theory SF Agreement – Executive Director Humason gave an overview of the 2017/18 contract with Marketing Agency, Theory SF. This agreement encompasses marketing platforms as well as a \$50,000 website redesign. Member Rodriguez motions to approve and Member Byrne seconds. **Motion Approved 6-0.**

## **XII. FINANCE COMMITTEE UPDATE**

- a. Finance Committee Chair Report – Member Magdaleno provided an update. Finance Committee met and reviewed the monthly financial documents including, but not limited to, the credit card statement, reimbursements, check register and AP/AR reports. There was discussion about expected budget/spending and the new timeframe of payments from the County. Executive Director Humason mentioned that VMC will be able to reconcile sometime in August with the new quarterly payment schedule and VMC will have a better snapshot of what this may look like. The Finance Committee has invited the County Treasurer and Auditor to their September meeting to go over the new payment schedule and to gain some clarification.
- b. Risk Assessment Update – Member Magdaleno gave an update of the risk assessment that was conducted by Caren Callahan, who reviewed past audit reports and assessed the risk of material weaknesses. It was concluded that VMC has minimal to no risk.
- c. 2015/16 Audit Update - The Finance Committee reviewed three proposals and chose Joe Arch with JJACPA, Inc. out of Dublin to conduct the 2015/16 audit of VMC.

## **XIII. PERSONNEL COMMITTEE REPORT**

- a. Personnel Committee Chair Report – Chair Kuhry stated that the personnel committee has not met and needs to finalize the bonus structure for the Executive Director along with a preliminary review. Executive Director commented that VMC will also have a new employee handbook that will need to go the personnel committee for review and approval.

## **XIV. FESTIVAL COMMITTEE UPDATE**

- a. Festival Committee Chair Report – Member Byrne gave an update on the festival committee stating after the Brown Act training the committee decided to have a quorum within the committee for board recommendations. The Mushroom festival has expanded to include fermentations and Festival members have pitched the idea of having a home brew beer event to multiple entities within the Ukiah area and a call for event participation has gone out. Chair Kuhry commented that VMC should leverage other festivals to promote VMC resources and cross promotion of festivals throughout the County and asked for a pilot plan to include a budget and a list of key events from VMC Staff. This plan will also incorporate booth space for VMC at other festivals throughout the County with an information packet on how to start, market and promote a festival, how to obtain permits if needed, and for community outreach as well as a possible menu item on the VMC website. This item is assigned to the Visitor Services Committee.

Member Byrne spoke about VMC's grant funding applications and that \$19,000.00 has been awarded in fiscal year 2016/17. The Festival Committee is reviewing the 2017/18 application process, criteria and qualifications and there was discussion over how to grow this fund and publicize it, add it the website and to have this program to carry the VMC logo. Festival Committee will be meeting on August 18<sup>th</sup> at 1:00 PM in Ukiah next.

**XV. VISITOR SERVICES COMMITTEE UPDATE**

- a. Visitor Services Chair Report - no meeting.

**XVI. FUTURE AGENDA ITEMS**

- a. Trademark Proposal
- b. Civitas Advisors Invite to Sept BOD meeting
- c. Visitor Services Committee to draft a pilot program for cross promotion at/of festivals.
- d. Update on BID/BOD seat recruitment
- e. Update on Visit Fort Bragg RFP

**XVII. NEXT MEETING - On August 15<sup>th</sup> in Fort Bragg at 12 noon. Lunch will be served.**

**ADJOURN**