

MENDOCINO COUNTY TOURISM COMMISSION, INC.
Board of Directors Meeting

Minutes

Date: February 9, 2016 **Time:** 9:00 A.M.

Locations:

Abalone Room, Little River Inn
Little River, CA 95456

MCTC Staff: Joe Web, Interim General Manager; Richard Strom, Gracia Brown, Donna Hannaford

MCTC Contractors: Scott Schneider, Alison De Grassi

Guests: Carl Ribaud, Koleen Hamblin & Bethany Deines (Koli/Cinch), Laura Partridge (CC Media), Roger & Lark Coryell (Brandhound), Brendan McGuigan (Kalisti Design), Wendy Roberts & Pauline Zamboni (BID Advisory Board), Cally Dym, John Dixon, Jim Hurst

AGENDA

I. CALL TO ORDER

Meeting called to order by John Kuhry, Board Chair, @ 9:02am

II. ROLL CALL

Present and in Attendance:

Jo Bradley - Medium Lodging Operator Member

Bernadette Byrne - Winery/Winegrower Member

Sharon Davis - Coastal Chamber of Commerce/Coastal Regional Promotional Organization Member

Debra DeGraw - Food/Beverage Business Member

Jitu Ishwar - Large Lodging Operator Member (present at 9:12am)

John Kuhry - At Large Member

Marcus Magdaleno - Inland Chamber of Commerce/Inland Regional Promotional Organization Member

Susie Plocher - Coastal Large Lodging Operator Member

Jan Rodriguez - Inland Large Lodging Operator Member

Jennifer Seward - Arts Organization/Attractions Member

Absent: **Deborah Kettner** - Small Lodging Operator Member (excused)

III. CHAIR'S COMMENTS

John Kuhry reviewed what the outcome of today's meeting should be: decision on the process to select a new Executive Director, seat committee members, overall review of organization

IV. APPROVAL OF MINUTES OF JANUARY MEETING

Discussion: Marcus Magdaleno noted that John Dixon was not listed in the minutes and needed to be added as a guest. Debra DeGraw made a motion to approve the minutes, with the addition of John Dixon as a guest, Bernadette Byrne 2nd the motion, Unanimous approval

V. 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.*

It was noted that the City of Fort Bragg is considering forming an Ad Hoc committee to explore the possibility of increasing the Transient Occupancy Tax

VI. 2015-2016 MARKETING PLAN & BUDGET PRESENTATION

- a. PRESENTAATION OF CURRENT PLAN, RESEARCH, ACTIVITIES AND RETURN ON INVESTMENT FROM CARL RIBAUDO (MARKETING RESEARCH CONSULTANT), STAFF, AND CONTRACTORS (including Public Relations, Media Buying firm, Social Media, Website, Transition/BID Renewal)
- b. PRESENTATIION FROM BID ADISORY BOARD ON ROLES, RESPONSIBILITIES, AND ACTIVITIES-Presented by Wendy Roberts

Lunch Break: 12:34 – 1:34

- c. PRESENTATION OF 2015-20116 BUDGET TO DATE (JULY-DEC) AND DISCUSSION, AND POSSIBLE APPROVAL OF AMENDING BUDGET INCLUDING ADDITIONAL FUNDS FROM THE MENDOCINO COUNTY LODGING ASSOCIATION AND THE MENDOCINO COUNTY PROMOTIONAL ALLIANCE

Jennifer Seward made the motion to approve amending the budget to include the additional funds from MCLA & MCPA; Jo Bradley 2nd, Unanimous approval

VII. DISCUSSION AND APPOINTMENT OF BOARD MEMBER REPRESENTATION ON COMMITTEES

A. OUTLINED IN ORGANIZATIONAL BY-LAWS – INCLUDES OVERVIEW OF COMMITTEE MISSIONS, GOALS AND OBJECTIVES

All committee representation was unanimously approved as follows:

- a. Organizational Committee – Debra DeGraw (Chair), Sharon Davis, Jan Rodriguez
- b. Personnel Committee – John Kuhry (Chair), Jo Bradley, Jennifer Seward
- c. Finance Committee – Marcus Magdaleno (Chair), Debra DeGraw, Jitu Ishwar
- d. Marketing Committee – Jan Rodriguez (Chair), Bernadette Byrne, Susie Plocher, Alison DeGrassi, Wendy Roberts
- e. Festival Committee – Bernadette Byrne (Chair), Gracia Brown, Cally Dym, Alison Glassey, Tom Rodriguez, Tom Yates, Pauline Zamboni
- f. Visitor Services – Marcus Magdaleno (Chair), Richard Strom, Mike Bradbrook, Cally Dym, Jon Glidewell

B. CREATION OF AD-HOC COMMITTEE FOR REVIEW ANALYSIS AND POSSIBLE CHANGES OF BY-LAWS

- a. Ad Hoc By-laws Review Committee – John Kuhry, Jitu Ishwar, Richard Strom, Pauline Zamboni

VIII. DISCUSSION AND POSSIBLE APPROVAL OF RERUITMENT PLAN FOR EXECUTTIVE DIRECTOR OF ORGANIZATION INCLUDING BUDGET, TIMELINE, AND POSSIBLE APPOINTMENT OF RECRUITMENT FIRM BY CHAIR OF BOARD

a. REVIEW AND APPROVE CURRENT JOB DESCRIPTION AND BENEFITS PACKAGE

Discussion: Personnel committee to work with outside search firm to fine tune job description, salary, and benefits for Executive Director position

b. SET RECRUITMENT PARAMETERS INCLUDING BUDGET AND TIMELINE

Motion made by Jan Rodriguez to allow personnel committee to research outside recruitment firms and make recommendation to Board, 2nd by Bernadette Byrne & Jo Bradley, unanimously approved

c. INTERIM GENERAL MANAGER CONTRAACT EXTENSION

Motion made by Susie Plocher to extend Interim General Manager contract, March - May 2016, 2nd by Jitu Ishwar, unanimously approved

IX. INTERIM GENERAL MANAGER'S ACTIVITY REPORT

- a. Joe Webb reported that the AP & AR are current and up to date.
b. The "Operations Manager" position has been eliminated and a new "Office Manager" position has been created. Job opening is being advertised.
c. Operations are running smoothly with staff covering responsibilities formerly handled by "Operations Manager".

X. CONSENT CALENDAR – All items under the consent calendar will be acted upon in one motion unless a Board Member requests that an individual item be taken up under CONDUCT OF BUSINESS

- DEBRA DEGRAW REQUESTED THAT ITEM F BE REMOVED FROM THE CONSENT CALENDAR FOR FURTHER DISCUSSION

Sharon Davis made the motion to approve all items on Consent Calendar, with the exception of Item F; Bernadette Byrne 2nd, unanimously approved

- a. **ADOPTION OF CONTRACT WITH KOLI/CINCH COMMUNICATIONS FOR PUBLIC RELATIONS SERVICES**
b. **ADOPTION OF CONTRACT WITH ALISON DEGRASSI FOR COMMUNICATION COORDINATION**
c. **ADOPTION OF CONTRACT WITH CREATIVE CONCEPTS MEDIA FOR MEDIA PLANNING AND BUYING**
d. **ADOPTION OF CONTRAACT WITH LARK MEDIA LLC dba BRANDHOUND MARKETING FOR WEBSITE DEVELOPMENT AND MAINTENANCE**
e. **ADOPTION OF CONTRACT WITH KALISTI DESIGN FOR SOCIAL MEDIA AND INTERACTIVE MARKETING SERVICES**

- f. **REMOVED FOR FURTHER DISCUSSION-ADOPTION OF CONTRACT WITH SCOTT SCHNEIDER FOR ORGANIZATION TRANSITION, BID RENEWAL, AND 2016-2017 MARKETING PLAN DEVELOPMENT**
- g. **ADOPTION OF CONTRACT WITH JOSEPH WEBB FOR SERVICES AS INTERIM GENERAL MANAGER**
- h. **ADOPTION OF LEASE AGREEMENTS FOR 345 N. FRANKLIN STREET, FORT BRAGG AND 309 PERKINS STREET, UKIAH, FOR OFFICE SPACE**
- i. **ADOPTION OF PERSONNEL RULES, TRAVEL POLICY, REIMBURSEMENT POLICY**

XI. CONDUCT OF BUSINESS

- f. **ADOPTION OF CONTRACT WITH SCOTT SCHNEIDER FOR ORGANIZATION TRANSITION, BID RENEWAL, AND 2016-2017 MARKETING PLAN DEVELOPMENT**
Discussion: Need for Scott Schneider's services for the BID renewal process versus having the County produce the proposal for the renewal. Board would like to have Scott explain the BID renewal process at the next Board meeting
Jan Rodriguez made the motion to adopt the contract with Scott Schneider through June 2016, 2nd by Jo Bradley. Unanimously approved

XII. UPDATES FROM BOARD MEMBERS

None

**XIII. ANNOUNCEMENT OF NEXT MEETING
TUESDAY, MARCH 8, 2016 TIME & LOCATION TBD**

XIV. ADJOURNMENT

- Motion to adjourn meeting by Jan Rodriguez, 2nd Jitu Ishwar, approved by unanimous vote, Meeting adjourned by Chair, John Kuhry at 5:02 PM