



CONTACT:

Alison de Grassi; 707.508.6752
Visit Mendocino County
alison@visitmendocino.com

**MENDOCINO COUNTY TOURISM COMMISSION
INAUGURAL BOARD MEETING**

MENDOCINO COUNTY, CALIF. (January 20, 2016) – On January 12, 2016 the new Mendocino County Tourism Commission (MCTC) Board of Directors conducted their first meeting to elect officers and attend to pressing business.

The board arises out of the transfer of assets from Visit Mendocino County, Inc. to MCTC, effective January 1, 2016. The eleven-member MCTC board is comprised of representatives from five county lodging interests and six appointed by the Mendocino County Board of Supervisors from other tourism related businesses.

The five lodging seats were nominated and voted on by members of the Mendocino County Lodging Association. Three Board members were voted in from large properties; two from medium-sized properties; and one member from small properties. The new lodging Board members are: Jan Rodriguez (Baechtel Creek Inn), Susie Plocher (Searock Inn), Jitu Ishwar (Holiday Inn Express), Jo Bradley (Dennen's Victorian Farmhouse), and Deborah Kettner (Seaside Studio).

The six non-lodging Board members are:

- Bernadette Byrne: Executive Director of Mendocino Winegrowers Inc; seat: Wine
- Sharon Davis: CEO of the Fort Bragg Chamber of Commerce and Mendocino County Film Commissioner; seat: Coast Chamber

- Debra De Graw: Sales Manager at North Coast Brewing Company; seat: Restaurants and Beverages
- John Kuhry: Executive Director of the Economic Development Financing Corporation; seat: At Large
- Marcus Magdaleno: CFO/Business Manager, BRH Associates; seat: Inland Chamber
- Jennifer Seward: CEO of Redwood Empire Fair; seat: Arts & Attractions

At their first meeting, John Kuhry was elected Chair, Debra De Graw as Vice-Chair, Jennifer Seward is the Secretary, and Marcus Magdaleno is Treasurer.

Joe Webb, recently appointed as the Interim General Manager for Visit Mendocino County, said, "I'm excited to be on board during this transition from one organization to another and very much looking forward to working with the new board."

The Board's next meeting will be held on February 8 and 9 at the Little River Inn. The Board will undergo Brown Act training as well as informational presentations about board of directors' best practices, marketing, and reports by staff and contractors. In addition, the organization will adopt new bylaws and committees, and begin work on a 2016/17 Marketing Plan for county tourism. Interested readers can view the 2015/16 VMC Marketing Plan, as well as other information, at mendocinotourism.org.

Scott Schneider, DMO Consultant to MCTC said recently, "The staff and new board are ready to continue the work of leveraging the unique beauty and assets of Mendocino as the top-of-mind destination in Northern California."

###