



Mendocino County Tourism Commission

From: John Kuhry, Chairman, Board of Directors, Mendocino County Tourism Commission

To: Mendocino County Tourism Commission Board Members

Subj: PROPOSED POLICY LETTER: MENDOCINO COUNTY TOURISM COMMISSION TRANSFERS MANAGEMENT AND COORDINATION OF CANNABIS TOURISM FOR MENDOCINO COUNTY TO MENDOCINO COUNTY PROMOTIONAL ALLIANCE INC.

1. PURPOSE. The purpose of this policy letter is: (a) to recommend the immediate transfer of management and coordination of cannabis tourism for Mendocino County to Mendocino County Promotional Alliance Inc; (b) to update Visit Mendocino County 2017/18 Marketing Plan strategic objective imperative: Raise awareness of the Mendocino County experience by removing the final initiative associated with that imperative: *Explore our options to influence and shape potential cannabis tourism.*

2. BASIS FOR PROPOSED POLICY CHANGE. The basis for this policy letter is to move all future management and coordination of cannabis tourism in Mendocino County to the correct public-private partnership that was formed, Mendocino County Promotional Alliance Inc (a non-profit corporation), "to promote tourism and **agriculture** for the County." Additionally, this policy letter properly aligns the spirit of cannabis tourism with "The mission of the Mendocino County Promotional Alliance" which is to, "**Promote the broad categories of high quality goods and services produced in Mendocino County for which the concept of Mendocino County as origin adds value.**"

3. ACTION. The Mendocino County Tourism Commission Board of Directors shall use the guidance in this policy letter to "approve" the transfer of future management and coordination of cannabis tourism for Mendocino County to the Mendocino County Promotional Alliance Inc.

4. VMC STRATEGIC DIRECTIVES AFFECTED. As noted above in PURPOSE, a directive in the current Visit Mendocino County 2017/18 Marketing plan, the strategic objective imperative: Raise awareness of the Mendocino County experience will be affected by removing the final initiative associated with that imperative: *Explore our options to influence and shape potential cannabis tourism.*

5. DISCLAIMER. This policy letter supplies guidance to the Board of Directors of the Mendocino County Tourism Commission. This policy letter is not a regulation and is not binding on the regulated public. There is no documented "ownership of cannabis tourism" by MCTC in the current MCTC Bylaws, but it is "implied" by the definition of *cannabis tourism* and MCTC's assigned obligations and responsibilities of promoting "tourism" throughout Mendocino County.