



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS Minutes**

DATE: Tuesday, June 11, 2019 TIME: 1:00 PM

PLACE: County of Mendocino Planning and Building Department 860 Bush Street, Ukiah CA 95482 and County of Mendocino Planning and Building Department 120 West Fir Street, Fort Bragg, CA 95437

***CALL-IN LOCATIONS: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482**

CONFERENCE CALL NUMBER: 605-475-4000, access code 314482#

*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

1:00 PM

II. ROLL CALL

A. BOARD MEMBER	ATTENDANCE STATUS		TITLE
John Kuhry (JK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair At Large Member
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair Coastal Large Lodging Operator
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Treasurer Arts Organization/Attractions
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary Winery/Winegrower
Sharon Davis (SD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Inland Large Lodging Operator
Martha Barra (MB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium Lodging Operator
B. STAFF MEMBER	ATTENDANCE STATUS		TITLE
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Kathy Janes (KJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Assistant
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager (Joined at 1:10 PM)
Daphne Haney (DH)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Contractor/Accountant

C. INTRODUCTION OF GUESTS

Ramon Jaminez (Former Handley Cellar Employee)

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. CONSENT AGENDA ITEMS Discussion Action Item

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. REVIEW/APPROVE Minutes 5/14/2019 Meeting | *See Attachment*

BB made a motion to approve the consent agenda, JI 2nd the motion, roll call; all 8 present board members vote to approve, 3 absent, motion passes.

VI. EXECUTIVE DIRECTOR REPORT Discussion

- a. Wine Competition | August 2, 2019 in Boonville
- b. Coast Chamber | Update
- c. BID Advisory Report | Update | *See Attachment* | to Focus on data driven work for 20/21 BID Advisory report
- d. Point Arena possibly returning to the BID | Update: met with Point Arena, we will know on Friday if they have voted to return to the BID. To be the on the 6/18/2019 BID calendar.
- e. IPW – U.S. Travel Association | Update: joined Katrina and Richard last week in LA and is working to learn more about our involvement with the North Coast Tourism Council.
- f. DMAI – Destinations Marketing Association International | Fundamentals | St Louis Missouri | July 20-25, 2019 | working to get the Executive Certificate
- g. DMA WEST – Destinations Marketing Associations of the West | Executive Summit | Pismo Beach | July 29-31, 2019

VII. MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: WEDNESDAY, 7/2/2019 AT 11:00 AM)

- a. Committee Chair Report: the committee met last week, reviewed a potential new inspirational piece similar to a visitor guide but works to push people to the website but with this piece we will also keep our bulk guide.
- b. Cannabis Tourism | Note: possible adoption of suggested motions from Marketing Committee | *See Attachment*

Action Item

Recommended motions to go before the MCTC Board of Directors: approved by the MCTC Marketing Committee on Wednesday, June 5, 2019

1. The Marketing Committee recommends to the MCTC Board of Directors that VMC staff be permitted to include cannabis-related businesses and events in the business listing and event directories, MendoMoments, and other public areas on the VisitMendocino.com website, marketing and public relation activities, other visitor-facing print and digital collateral.

BB made a motion to approve the suggested motion #1, SS 2nd the motion, roll call; all 8 present board members vote to approve, 3 absent, motion passes.

MB – should we amend the motion to say the businesses should have structure, such as a business license?

JK – We would have to revisit all of our requirement for all businesses added to our websites.

MB – How will we screen to see if they have a legitimate business?

JI – We will need to use the same standards for everybody.

ADG – Legitimate store fronts and are licensed business?

JK – Lets revisit our policy for whom we advertise from in general, outside of this policy.

JK – calls for a vote.

2. The Marketing Committee recommends that in the event the Mendocino County Promotional Alliance votes to dissolve the organization and liquidate its currently held funds, and votes to distribute a portion, up to 100%, of those funds to MCTC, that MCTC be permitted to use those funds for the purpose of marketing cannabis tourism.

SD made a motion to approve the suggested motion #2, MB 2nd the motion, roll call; MB votes no, all 7 remaining board members vote to approve, 3 absent, motion passes.

MB – Has a problem knowing not all money came together for MCPA for the use of cannabis marketing.

JK – MCPA originally came together in the case that MCTC fell apart.

CB – We cannot dictate what the other board does.

MB – when will the come to dissolve organization?

CD – MCPA is waiting till after this meeting.

SD – We have a reserve, are you comfortable using these funds?

TS – We are comfortable with using these funds, so we are not left behind. Would need to tell MCPA here is our intent, dissolve and write us a check.

Jl – Prefers to leave the use of the funds open.

CD – Money will more than likely have strings attached. The money came from grants and mismatched funds from the Board of Supervisors. This Board, at one point, asked MCPA to take on cannabis. There should be no illusions, there will be strings attached.

JK – There is pressure from certain Board of Supervisors Members, wondering when will we market cannabis? We are making end roads towards Marketing Cannabis.

Jl – It's best to do it this way and not use tax dollars.

MS – Worried about transparency.

BB – Uncomfortable with a full digital campaign for cannabis.

JK – It's not necessary to do a full campaign, add a button the site, host PR visits, there are other options.

TS – We do promote other industries in the county. Start now, at the beginning, help with what gets put out there about Mendocino County. We get to be involved in creating the Mendocino cannabis branding.

ADG – Collateral and articles, there are many more options (in agreement with JK).

CD - Cannabis is not different than wine or fishing, we promote each of those. We missed the wine boat, that could have turned us into Napa. We don't want to miss this boat.

TS – a lot of discovery and staff time is needed and I expect that is what most of this money will go to.

JK – calls for a vote.

- c. Marketing Campaign | *See Attachment* | Review “Find Yourself Happy” Video Ideas (Prepaid) + “Turns Out” Campaign
- d. Marketing & PR | Update | *See Attachment* | *See Report*
- e. 2018 Economic Impact of Travel | California VS. Mendocino | Per Request | *See Attachment* | *See Report*

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

(NEXT MEETING: TBD/Est: ~~August~~ July 2019)

- a. Committee Chair Report
- b. Listing of Committee Members | Per Request | *See Attachment* | *See Report*

IX. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: WEDNESDAY, 6/26/2019 AT 11:00 AM)

- a. Committee Chair Report
- b. Review April 2019 Financials | Not Available for Approval | *See Attachment* | *See Report*

X. PERSONNEL COMMITTEE UPDATE

(NEXT MEETING: TBD)

- a. No report at this time

XI. FESTIVAL COMMITTEE UPDATE Discussion

(NEXT MEETING: WEDNESDAY, 7/2/2019 AT 10:00 AM)

- a. Committee Chair Report | Great meeting – reviewed Fall/Mushroom and Spring/Earthday/Fork&Knife
- b. Visit Willits Summary | Hired an Attorney – Visit Willits to remain under the Chamber
- c. Mushroom Feast | Anchor Events | Both Weekends (Home Brew Fest – Willits) | Call for events
- d. Hotel Adoption Program (HAP) Review | Visited Fort Bragg on Thursday | TS – Great Feedback about KK's Visits

XII. VISITOR SERVICES COMMITTEE UPDATE Discussion

(NEXT MEETING: THURSDAY, 8/22/2019 AT 3:00 PM)

- a. Committee Chair Report | No report at this time
- b. In Market Survey Research | Update | Quote came in around 80k, new quote needed, recommended to be completed every 2 years.
- c. IPW | Review | International gathering of tour operators, speed dating type meetings (20 min appointments), Develop 128 for True Wine Competition, Highlight out of SF for day Trip Visits

XIII. FUTURE AGENDA ITEMS Discussion

- Discussion on possible Agriculture Grants
- Presentations: Partner Funding Organizations (July 2019) | TS - Please expect this meeting to take 2 hours

XIV. NEXT MEETING

~~TENTATIVE~~: Tuesday, July 9, 2019 at 1:00 PM **SET**

LOCATION: 105 West Clay St, Ukiah CA 95482 & 345 North Franklin Street, Fort Bragg CA

XV. ADJOURN

MB motioned to adjourn, 2:08 PM