



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, September 10, 2019 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg, CA 95437

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

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50-8962 #

\*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 checked="" type="checkbox"/> Present	<input 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/ (Joined at 1:08 PM) Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator (Joined at 1:02 PM)
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 checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Food & Beverage Resigned/Stepped Down
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
<del>Richard Strom (RS)</del>	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	<del>Director of Tourism</del> No longer with VMC
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
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Daphne Haney (DH)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Contractor/Accountant
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

C. INTRODUCTION OF GUESTS

Taylor Evans with Expedia Classic Vacations, new to the area.

III. CHAIR'S COMMENTS

ML – submitted her resignation to the board.

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.

BB – Mendocino WineGrowers has a new and website, mendowine.com. Please review when you have a moment.

V. CONSENT AGENDA ITEMS  Discussion  Action 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. REVIEW/APPROVE Minutes 8/13/2019 Meeting | See Attachment

b. REVIEW/APPROVE June 2019 Financials | *See Attachment*

c. REVIEW/APPROVE July 2019 Financials | *See Attachment*

**JS motioned for approval of all items on the consent agenda, BB 2<sup>nd</sup>, roll call; all present approved, 1 absent, motion passes.**

#### **VI. PERSONNEL COMMITTEE UPDATE Discussion Action Item**

(NEXT MEETING: TBD)

~~a. No report~~ As of 9/9/2019 RS no longer an employee of VMC, waiting on attorney to deliver signed separation agreement.

#### **VII. EXECUTIVE DIRECTOR REPORT Discussion**

a. VMC Quarterly Report | April 2019 – June 2019 | Please review

b. VMC Annual Report | FY 18/19 | Please review

c. VMC Community Collaborations and Participation | August 2019 | *See Attachment*

d. General Reporting

- BB – Conjunctive labeling ballot 80% in favor. | Gold Metal Wine showing at the Boonville Fair | November 1, 2019 Harvest Party | New Website Up | Actively looking for new directors.
- SD – Sponsored West Co. Mendocino Start Up Event | 9/15/2019 Building renovations started | 2020 Visitor Guide Starting and Whale Fest Started.
- TS - The North Coast Tourism Commission, including Julie Benbow, meeting is scheduled for September 19, 2019. We have drafted agenda to review its current direction, what steps to take next, accept RS resignation. Jennifer will attend too. VMC will offer to administrate the organization and we will call for a financial audit.

#### **VIII. FINANCE COMMITTEE UPDATE Discussion**

a. Committee Chair Report | Awaiting true up | moving smoothly

b. Resolution | Move Savings to RCU | Open New Credit Card with RCU | *See Attachment*  Discussion  Action Item  
**CD motioned for approval resolution, movement of savings and opening of new credit card with Redwood Credit Union, JS 2<sup>nd</sup>, roll call; all present approved, 1 absent, motion passes.**

#### **IX. MARKETING COMMITTEE UPDATE Discussion**

a. Media Matters Worldwide Campaign Synopsis | *See Attachment* | Highly successful/ 34.6 million impressions |

b. Media Matters Worldwide Media Plan 2019-2020 | *See Attachment* | Launched 9/9/2019 ending March 2020 | Notes: JK – Research legislation, see how it will affect us?

c. Happyland Players Guide | *See Attachment* | Finished and ready to distribute

d. PR 2018-2019 Wrap-up Report | *See Attachment* | Report out

e. VMC Impact Report | July 2019 | *See Attachment* | Report out

f. PR Hits Inland and Coastal | *See Attachment* | Report out | Notes: JK – Should we put some more money into advertising inland and less into the areas that are selling themselves? ADG – Everything is on the Coast vs. Inland. JK - ADG – Most of our Hotels are Coastal. When the Thatcher opens, more Inland options. JK - Reporting shows the Coast is getting the most attention. ADG - Writers will only write about things that interest them. JK – Over the past 10 years Koli’s beginning of the year goal numbers have been similar and she has always way over delivers by the end of the year. A trend, the goal numbers are in a safety zone. CD – If they want to go to the coast, they want to go to the coast. We have full control over the press releases. ADG – If we had water towers in Ukiah, we would have more interest in the area, one of our best reviewed press releases. JK – More energies and efforts should be put into our harder areas to sell. MB – We need to be innovative, unique and creative. BB – New things, like the helicopter tours Goldeneye are going to start offering. Leverageable items. ADG – We strive for diversity in our press releases. JS – We have great lakes, wineries, hiking trails, tons to do and the hotels are adequate, new ideas and itineraries? JE – Local off roading opportunities, inland. MB – Lake Mendocino needs clean up, but has potential. JK - Intention equals love, how do we generate interest inland. Hunting? A lot of the tax dollars are going to the coast. TS – Huge effort coming from Festival and Marketing to promote both Coastal and Inland. JK – Need data showing effort, more press releases for inland.

#### **X. FESTIVAL COMMITTEE UPDATE Discussion**

a. Committee Chair Report | Spring Feast set for April 17 – May 3<sup>rd</sup> | Idea: “Live like a local” with a similar tag line | + Big Tent Event

- b. Mushroom Feast | Brochure | Completed
- c. Stakeholder Engagement | Educational Piece | *See Attachment* | Please review
- d. Hotel Adoption Program (HAP)
- e. Event Space Advertising Info Request | peerspace.com used largely in Bay Area. Recommend this app to people in our area, to bring recognition from the Bay Area? | Notes: put event space listing on website + load your event on our website.

**XI. VISITOR SERVICES COMMITTEE UPDATE**  Discussion

- a. No report at this time
- b. Wedding Survey | Results | Majority of the site fees are over \$6.5k | 95% Target clients within Mendocino and neighboring communities.

**XII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**  Discussion

- a. No report at this time

**XIII. FUTURE AGENDA ITEMS**  Discussion

- ~~Discussion on possible Agriculture Grants~~ TABLED

**XIV. NEXT MEETING**

~~TENTATIVE: Tuesday, October 8, 2019 at 1:00 PM | LOCATION: TBD~~

**SET: Tuesday, October 15, 2019 at 1:00 PM | MB motioned for approve date, JS 2<sup>nd</sup>, roll call; all present approved, 1 absent, approved**

**XV. ADJOURN**

**JS 1:31 PM**