



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Thursday, September 9, 2021 TIME: 2:00 PM

PLACE: ZOOM https://us02web.zoom.us/j/89162673234

*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.

CALL TO ORDER

ROLL CALL

Table with 3 columns: BOARD MEMBER, ATTENDANCE, TITLE. Lists members like Cally Dym, Jennifer Seward, Bernadette Byrne, etc., with checkboxes for Present/Absent and their titles.

Table with 3 columns: STAFF MEMBER, ATTENDANCE, TITLE. Lists staff members like Travis Scott, Ramon Jimenez, Kathy Janes, and Jamie Peters-Connolly with checkboxes for Present/Absent and their titles.

INTRODUCTION OF GUESTS:

CHAIR'S COMMENT

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.

CONSENT AGENDA ITEMS [checked] Discussion [checked] 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.

- REVIEW/APPROVE Minutes 07/08/2021 Meeting | See Attachment

FINANCE COMMITTEE UPDATE [checked] Discussion [checked] Action Items

- Committee Chair Report:
Financial Statements
June 2021 preliminary EOY financials | Approve | See Attachment
July 2021 financials | Approve | See Attachment

- **FESTIVAL/MARKETING COMMITTEE UPDATE** ✓ Discussion
 - #safemendocino
 - PR Report – Presented by Koleen Hamblin | *See Attachment*
 - Harvest Feast Mendocino
 - Wellness Feast Mendocino
 - Room to Roam Update
 - Room to Roam Analytics | *See Attachment*
 - Social Media Updates/ Analytics | *See Attachment*
 - Google Analytics | *See Attachment*
 - Booking Link | *See Attachment*

- **PERSONELL COMMITTEE UPDATE** ✓ Discussion
 - Executive Director’s annual review completed

- **ORGANIZATIONAL DEVELOPMENT** ✓ Discussion ✓ Action Items
 - UPDATE: Elizabeth Cameron will be appointed to the MCTC BoD awaiting her swearing in.

- **EXECUTIVE DIRECTOR REPORT** ✓ Discussion ☐ Action Items
 - MCTC’s Filemaker Database conversion
 - Cost Center/Account Verification
 - Annual Financial Audit Scheduled for October/JJACPA
 - PPP Loan Forgiveness
 - Wine Competition
 - Koleen Visit
 - OOO 8/26-9/7

- **FUTURE AGENDA ITEMS** ✓ Discussion

- **NEXT MEETING**
TENTATIVE: Thursday, October 7, 2021, 2:00 PM

- **ADJOURN:**