



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Friday December 14, 2018 TIME: 1:00 PM

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

*CALL-IN LOCATIONS: 3766 Feliz Creek Road, Hopland CA, Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA (605) 562-0400, access code 443-8581#

*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

II. ROLL CALL

a. Board Member	Attendance Status		Title
John Kuhry (JK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair/At Large Member
Sharon Davis (SD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair/Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Treasurer/Arts Organization/Attractions
Jo Bradley (JB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary/Coastal Medium Lodging Operator
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Winery/Winegrower
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Large Lodging Operator
Jitu Ishwar (JI)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
b. Staff Member	Attendance Status		Title
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
Katina Kessen (KK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant
c. Introduction of Guests			

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 Possible Action

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 10/9/18 meeting
- b. REVIEW Minutes 11/13/18 meeting
- c. REVIEW/APPROVE MCTC 9/2018 Financials
- d. REVIEW/APPROVE MCTC 10/2018 Financials

VI. EXECUTIVE DIRECTOR REPORT Discussion

- a. Quarterly Report Possible Action
- b. Board of Supervisors Presentation
- c. Jo Bradley Board Resignation

- d. January Board Training
 - Thursday, January 17, 2019, 8:00 AM to 5:00 PM at the Mendocino Community College (room number to follow)
- e. Bylaw changes **Possible Action**
 - JB to lead discussion
- f. Strategic Plan Update
 - added/new verbiage “rural, Northern California”
FOCUS
Objectives
 - Bid assessment growth at 5% over average of top 3 rural, Northern California competitors.

VII. MARKETING COMMITTEE UPDATE Discussion

- a. BID Compliance Protocol: Lodging Promotion Policy (with suggested changes)
 - JB to lead discussion **Possible Action**
- b. Media Plans with Campaign Budgets
 - Presentation
- c. iLoveCrab.visitmendocino.com-screenshot

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

- a. New Board Members
- b. BID Advisory Members
 - Tuesday, December 18, 2018 at 1:00 PM

IX. FINANCE COMMITTEE UPDATE Discussion Possible Action

- a. REVIEW/APPROVE 2017/18 Financial Audit

X. PERSONNEL COMMITTEE UPDATE Discussion

- a. Staffing Updates
 - Introduction to Katrina Kessen
 - ED official 6-month Review
 - Closed Session, 12/20/2018 at 3:00PM, 105 West Clay Street, Ukiah CA 95482

XI. FESTIVAL COMMITTEE UPDATE Discussion

- a. Festival Reportable Items

XII. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Committee Chair Report
 - Tabled until January 2019

XIII. FUTURE AGENDA ITEMS Discussion

XIV. NEXT MEETING

DATE: Thursday, January 17, 2019
LOCATION: Mendocino Community College
TIME: 8:00 AM to 5:00 PM

XV. ADJOURN