



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Tuesday, February 19, 2019 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482

*CALL-IN LOCATIONS: 345 North Franklin Street, Fort Bragg CA 95437 and Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482.

CALL-IN NUMBER (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 |
| Cally Dym (CD) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Vice Chair Coastal Large Lodging Operator |
| Jennifer Seward (JS) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Treasurer Arts Organization/Attractions |
| Bernadette Byrne (BB) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Secretary Winery/Winegrower |
| Sharon Davis (SD) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member |
| 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 |
| Martha Barra (MB) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Coastal Small Lodging Operator |
| Jay Epstein (JE) | <input 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 |
| Scott Connolly (SC) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Coastal Medium 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 |
| Katrina 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

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 1/17/2019 Meeting Possible Action
- b. REVIEW/APPROVE MCTC December 2019 Financials Possible Action

VI. EXECUTIVE DIRECTOR REPORT Discussion

- a. BID Advisory Board Draft Report
- b. PIA Request City of Fort Bragg

- c. REVIEW/APPROVE 105 office separation quotes, for wall build ✓ Possible Action

VII. MARKETING COMMITTEE UPDATE ✓ Discussion

- a. Marketing Committee Reportable Items

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE ✓ Discussion

- a. Organizational Development Committee Reportable Items

IX. FINANCE COMMITTEE UPDATE ✓ Discussion

- a. Finance Committee Reportable Items
- b. REVIEW/APPROVE 2019/2020 Budget ✓ Possible Action

X. PERSONNEL COMMITTEE UPDATE ✓ Discussion

- a. Personnel Committee Reportable Items

XI. FESTIVAL COMMITTEE UPDATE ✓ Discussion

- a. Crab Feast Review & Survey Responses
- b. Stakeholder Training February Schedule
- c. Taste Mendocino Updates
- d. Whale Festival Updates

XII. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Committee Reportable Items

XIII. FUTURE AGENDA ITEMS ✓ Discussion

XIV. NEXT MEETING

TENTATIVE

DATE: Tuesday, March 12, 2019

LOCATION: 105 West Clay St, Ukiah CA 95482

TIME: 1:00PM

XV. ADJOURN