



**MENDOCINO COUNTY TOURISM COMMISSION
Board Training Itinerary**

Tuesday, January 14, 2020

Lodge at Glendeven, 8205 North CA-1 Little River, CA 95456

<u>TIME</u>	<u>ACTIVITY</u>
8:30 AM	<i>Lodge Common Room Meet and Greet Coffee/Tea, Pastries & Fruit</i>
9:00 AM	Lodge Common Room Welcome to Lodge at Glendeven presentation by John Dixon, Proprietor
9:30 AM	MCTC Board of Directors Meeting Seating of New Directors Election of Officers Committee Chairs & Selection
10:30 AM	Board Ethics and Role in MCTC as an Organization *Please review the attached handout from Destinations International as a format for board operations. Would this format work for our board?
12:00 PM	<i>Lunch: TBD</i>
1:00 PM	Lodge Common Room VMC Executive Director, Travis Scott Meeting schedule for the year Orange binder orientation Who is VMC Q & A
1:30 PM	VMC Director of Marketing & Media, Alison de Grassi
1:40 PM	Public Relations Agency, Koleen Hamblin from KOLI Communication and Alison de Grassi
2:00 PM	Marketing Agencies Representatives, Russell Quinan & Chip Sheean from TheorySF and Jennifer Ziman & John McGrane from Media Matters WorldWide
2:20 PM	Social Media Coordinator, Brendan McGuigan of Agency Xi
2:30 PM	VMC Partner Relations Manager, Katrina Kessen
2:40 PM	<i>Working break – Closed Session Personnel Committee Meeting</i>
4:00 PM	<i>Dismissal</i>