



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES**

DATE: Thursday, October 14, 2021 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/86589301842>

*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**

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	X Present <input type="checkbox"/> Absent	Vice Chair At Large
Bernadette Byrne (BB)	<input type="checkbox"/> Present X Absent	Secretary Winery/Winegrower
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	Treasurer Medium Lodging Operator; Coastal
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	X Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present X Absent	Large, At-Large Lodging Operator; Inland
Raakesh Patel (RP)	<input type="checkbox"/> Present X Absent	Large Lodging Operator; Inland
Elaine Wing-Hillesland (EWH)	<input type="checkbox"/> Present X Absent	Small Lodging Operator
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Regional Promotional; Inland

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales
Kathy Janes (KJ)	X Present <input type="checkbox"/> Absent	Administrative Services
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations and Communications

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 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.

- REVIEW/APPROVE Minutes 07/08/2021 Meeting | **See Attachment**
- REVIEW/APPROVE Minutes 09/09/2021 Meeting | **See Attachment**
 - 1st SC 2nd SD Motion Carries

- FINANCE COMMITTEE UPDATE Discussion Action Items**

- Committee Chair Report: Finance Committee has reviewed and approved all three financial reports attached for board approval
- Financial Statements
 - June 2021 preliminary EOY financials | Approve | **See Attachment**

- July 2021 financials | Approve | **See Attachment**
- August 2021 financials | Approve | **See Attachment**
- Motion to approval the financials for June 2021, July 2021, and August 2021
- 1st SD 2nd JS *Motion Carries*

- **FESTIVAL/MARKETING COMMITTEE UPDATE** ✓ Discussion

- PR Report
 - TS: Recently hosted/scheduled 5 FAM trips for the fall season
 - Some top placements in: LA Times, Conde Nast Traveller UK, NBC Bay Area and Los Angeles TV
 - October CORO Mendocino press release went out to media outlets
- KTVU
 - TS: Account executive left his position and there was no communication for three weeks so we decided switch to a different TV station
- Cultivar
 - JC: Brian Applegarth came up for a 3-day market visit to meet with lodging partners and attritions to see how they see cannabis tourism and discuss potential partnerships or ways to promote cannabis tourism in Mendocino County
- Wellness Feast Mendocino
 - JC: January will be a wellness focused campaign rather than a festival or feast with a call to action like we normally do
- Coro Mendocino
 - TS: Email marketing campaign releasing later today
- Room to Roam Update
- Room to Roam Analytics | **See Attachment**
- Social Media Updates/ Analytics | **See Attachment**
- Google Analytics | **See Attachment**
- Booking Link | **See Attachment**

- **EXECUTIVE DIRECTOR REPORT** ✓ Discussion ✓ Action Items

- VMC attending Bay Area Travel & Adventure show this upcoming weekend
- Staff Cyber Security Training
 - All staff has completed a cyber security training
- Staff Sexual Harassment Training
 - All staff has completed a sexual harassment training and received certificates
- Annual Financial Audit Update
 - Can't upload financials for audit until approved by this BOD – 3 outstanding months
 - Now that we do have the 3 months of financials approved, we can upload and proceed with the audit
- Board Recruitment
 - Cally and I working on recruiting board members
- Budget Augmentation
 - Working on a proposed budget augmentation to bring to the marketing committee and the rest of the augmentations to the finance committee in November (including marketing, travel, conferences, brand refresh, website, etc.)
- Quarter 4 FY 2020-2021 Report | Approve | **See Attachment**
- Quarter 1 FY 2021-2022 Report | Approve | **See Attachment**
 - Motion to approve Quarter 4 20/21 and Quarter 1 21/22 Reports 1st SD 2nd SC *Motion Carries*
- CA 2020 Economic Impact of Travel Report | For Your Review | **See Attachment**
- TS: Quarterly NCTC board meeting took place this morning and the organization is doing very well with their marketing as well as financially

- **FUTURE AGENDA ITEMS** ✓ Discussion

- **NEXT MEETING**

TENTATIVE: Thursday, November 11, 2021 at 2:00 PM

- **ADJOURN:** 2:48PM by SD