



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS AGENDA**

**DATE: Tuesday, October 9, 2018 TIME: 1:00 PM**

**PLACE: Harbor House, 5600 Shoreline Hwy, Elk CA**

**(605) 562-0400, access code 443-8581#**

**\*CALL-IN LOCATIONS: Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA & 1016 Main Street, St Helena, CA**

\*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**

<b>a. Board Member</b>	<b>Attendance Status</b>		<b>Title</b>
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
Cynthia Ariosta (CA)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Food & Beverage
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Winery/Winegrower
Allison Findlay (AF)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director Willits Chamber
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
Deborah Kettner (DK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator

<b>2) Staff Member</b>	<b>Attendance Status</b>		<b>Title</b>
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
Vanlee Waters (VW)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Tourism and Marketing Coordinator
Luz Harvey (LH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Sales, Marketing and Event Coordinator
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

**3) 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 ✓ 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. Minutes from the 9/11/2018 meeting
- b. MCTC Financials, 9/26/2018 meeting

## VI. EXECUTIVE DIRECTOR REPORT ✓ Discussion ✓ Possible Action

- a. Fort Bragg Office Update
- b. Annual Report
- c. Strategic Plan update:
  - i) Proposed new verbiage:

**IMPERATIVE: Cultivate VMC's relationships & collaborations**

### OBJECTIVES

**OBJECTIVE: YOY increase in number of events launched and reaching self sufficiency**

Since creating the Strategic Plan, the Board has altered the mechanism by which it supports events. It has ceased granting funds to individual events and instead VMC actively supports the launch of new events by the County's "Visit" organizations, Chambers of Commerce, wine associations by the dissemination of monies to support new visitor-facing events as well as in-kind publicity, inclusion in press releases when appropriate, and volunteering at events. Twice annually, benefiting organizations will be required to report on how monies have been spent and VMC will then make a determination about the continuation of the funding.

Staff recommends that the Board rewrite this objective to reflect its new strategy for implementing this Imperative to year over year increase in partner participation in festivals.

**OBJECTIVE: YOY increase in new applicants for BID and MCTC Board positions and committee membership**

Under direction of the Board of Directors, the Executive Director initiated the search process in order to meet the Mendocino County deadline of September 15 for lodging seat applicants. VMC staff recommends this Objective be reworded to change "YOY increase" verbiage to "Solicit new applicants...."

- d. Board of Directors Resignation

## VII. MARKETING COMMITTEE UPDATE ✓ Discussion

- a. BID Compliance Protocol: Lodging Promotion Policy ✓ Possible Action
- b. Ionic Media Proposal
- c. Feast Mendocino Launched 10/3/2018
- d. Social Media Report Review
- e. PR Report Review
- f. BID Inland vs. Coastal data comparison

## VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE ✓ Discussion

- a. Organizational Committee Chair Report

## IX. FINANCE COMMITTEE UPDATE ✓ Discussion

- a. Treasurer Report

**X. PERSONNEL COMMITTEE UPDATE  Discussion**

- a. Met in closed session 9/26/2018, for ED 3 month review

**XI. FESTIVAL COMMITTEE UPDATE  Discussion**

- a. Festival Committee Chair Report
- b. Spring Feast (Almost Fringe)
- c. Taste Mendocino (Taste of Mendocino)

**XII. VISITOR SERVICES COMMITTEE UPDATE  Discussion**

- a. Visitor Services Committee Chair Report

**XIII. FUTURE AGENDA ITEMS  Discussion**

**XIV. NEXT MEETING**

**XV. ADJOURN**