



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS

AGENDA

DATE: Wednesday, September 14, 2016 **TIME:** 1:00 PM

PLACE: Travelodge Ukiah 1720 N State St, Ukiah, CA 95482

CALL-IN LOCATIONS: Mendocino County Tourism Commission, 345 N. Franklin St., Fort Bragg, CA 95437

Call In Number: 1-800-567-5900 **Access Code:** 694806

*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

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. APPROVE MINUTES FROM AUGUST 9th, 2016 MEETING

VI. UPDATE FROM FINANCE COMMITTEE—

- 1) Report out from Treasurer regarding August 31st, 2016 Finance Committee Meeting.
- 2) Update on County overpayment and discussion with Jon Moore.
- 3) ACTION ITEM: Review & recommend to approve June Financials
- 4) ACTION ITEM: Review & recommend to approve July Financials
- 5) ACTION ITEM: Review, discuss & recommend to approve the company car lease
- 6) ACTION ITEM: Review, discuss & recommend to approve 2016-17 budget modifications

VII. STRATEGIC PLAN DISCUSSION—

- 1) ACTION ITEM: Accept ED recommendations to enter into a contingency agreement with the Coraggio Group, allocate \$20K from marketing research to the development of a strategic plan and move \$15K provided funds are available after mid-year budget review.

VIII. UPDATE ON STATUS OF REVIEW FROM COUNTY REGARDING CONFLICT OF INTEREST POLICY--

IX. REVIEW 2015-16 ANNUAL REPORT--

- 1) ACTION ITEM: Accept the report as presented

X. PRESENTATION & APPROVAL OF THE 2016-17 MARKETING PLAN--

- 1) ACTION ITEM: Approve the marketing plan

XI. UPDATE FROM FESTIVAL COMMITTEE—

- 1) ACTION ITEM: Review, discuss & recommend to approve of the amended 2016-17 Mendocino County Event & Program Funding program.

XII. DISCUSSION OF THE ADDITION OF THE BOOKING.COM RESERVATION WIDGET ON VISITMENDOCINO.COM—

1) ACTION ITEM: Review, discuss & recommend to approve the implementation the Booking.com system onto the VisitMendocino.com site as a reservation system option, collect the data and evaluate at the end of fiscal year for continued usage or research other options.

XIII. EXECUTIVE DIRECTOR REPORT--

XIV. FUTURE AGENDA ITEMS—

a. Adventure Pass Discussion (tabled to October)

XV. NEXT MEETING--October 12th on the coast.

XVI. ADJOURN