



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Tuesday, October 15, 2019 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg, CA 95437

\*CALL-IN LOCATIONS: 1055 N State St, Ukiah CA 95482 | 101 Gregory Lane, Willits CA

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50-8962 #

\*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

1:01 PM by chair Kuhry

II. ROLL CALL

Table with 3 columns: BOARD MEMBER, ATTENDANCE STATUS, and TITLE. Includes rows for Board Members (John Kuhry, Cally Dym, Jennifer Seward, Bernadette Byrne, Sharon Davis, Jitu Ishwar, Jan Rodriguez, Martha Barra, Jay Epstein, Open Seat, Scott Connolly) and Staff Members (Travis Scott, Alison de Grassi, Katrina Kessen, Kathy Janes, Ramon Jimenez, Daphne Haney, Emily Saengarun).

c. INTRODUCTION OF GUESTS

Courtney DeGraff Executive Director, Anderson Valley Winegrowers

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 [checked] Discussion [checked] 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.

- a. REVIEW/APPROVE Minutes 9/10/2019 Meeting | See Attachment
b. REVIEW/APPROVE August 2019 Financials | See Attachment

BB motioned for approval of the consent agenda, CD 2nd the motion, vote: all present approved, 5 absent, motion carries.

VI. PRESENTATION BY AVWA [checked] Discussion [checked] Action Items

- a. Website Update Funding Request | Item was discussed and no motion was moved forward. It would set a precedent we don't want to start.

VII. PERSONNEL COMMITTEE UPDATE [checked] Discussion [checked] Action Item

(NEXT MEETING: TBD)

- a. No report

## EXECUTIVE DIRECTOR REPORT Discussion Action Item

- a. VMC Quarterly Report | April 2019 – June 2019 | Draft - Approval to Finalize  Action Item  
**CD motioned for approval, JS 2nd the motion, JK – has requested revisions. Quarterly report approved with requested changes, vote: all present approved, 5 absent, motion carries.**
- b. VMC Annual Report | FY 18/19 | Draft - Approval to Finalize  Action Item  
**CD motioned for approval, JS 2nd the motion, JK – has requested revisions. Yearly report approved with requested changes, vote: all present approved, 5 absent, motion carries.**
- c. VMC Community Collaborations and Participation | September 2019 | *See Attachment*
- d. General Reporting
  - MWI
  - Mendocino Coast Chamber
  - DMAI Finance and Governance Conference Overview | **Tabled**

## VIII. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: 10.30.2019 at 11:00 AM)

- a. Committee Chair Report

## IX. MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 11.6.2019 at 11:00 AM)

- a. Committee Chair Report
    - Marketing Committee Reporting to BOD | CD reports on staff synopsis. JK – What are the actual stats to understand the effectiveness of the \$ spend. ED to begin to investigation.
    - Media Matters Worldwide
      - i. Report: September 9-30, 2019 | *See Attachment*
      - ii. Summary: September 9-30, 2019 | *See Attachment*
- BB - is this event-based marketing effective? We're not seeing real results in an uptick in our events.

## X. FESTIVAL COMMITTEE UPDATE Discussion

(NEXT MEETING: 11.6.2019 at 10:00 AM)

- a. Committee Chair Report
  - Marketing Report Out on Festivals/Events | Add as standing item to Festival Committee Agenda
  - Spring 2020 Celebration Concept | Festival Committee to engage TheorySF in Concept Development, Spring Visual and Tag Line
  - The Festival Committee is looking for additional data such as TOT, BID, Other information that would aid us in the development of our Festivals and Events or new growth opportunities for tourism in the slower seasons.
- b. Hotel Adoption Program (HAP)

## XI. VISITOR SERVICES COMMITTEE UPDATE Discussion

(NEXT MEETING: 11.21.2019 at 3:00 PM)

- a. Committee Chair Report
  - Updated 19/20 Sales Plan | *See Attachment*

## XII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

(NEXT MEETING: 11.12.2019 at 3:00 PM)

- a. Committee Chair Report
  - Open Seats: Board, BID and Committees
  - Recommendation to BID: Lodging Owners and GM's to sit on the MCTC Board

## XIII. FUTURE AGENDA ITEMS Discussion

- ~~Discussion on possible Agriculture Grants~~ Tabled
- KK - Presentation on Certified Tourism Ambassador Program (December 2019)

## XIV. NEXT MEETING

TENTATIVE: Tuesday, November 12, 2019 at 1:00 PM SET

## XV. ADJOURN

**JS motioned to adjourn at 2:25 PM**