**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS AGENDA DATE: Tuesday, July 10, 2018 TIME: 1:00 PM**

**PLACE: County of Mendocino Planning and Building Department 860 Bush Street, Ukiah CA 95482 and County of Mendocino Planning and Building Department 120 West Fir Street, Fort Bragg, CA 95437 605-475-4000, access code 314482#.  
CALL-IN LOCATIONS: Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA 95482 707-462-3844**

\*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** 1:09 PM

**II. ROLL CALL –** Jan Rodriguez, Cally Dym, Bernadette Byrne, John Kuhry, Sharon Davis, Jennifer Seward Alyssum Weir Mendocino County Arts Council.

Jo Bradley Joined the meeting late

**III. CHAIR’S COMMENTS** Excitement of finding a possible location, and administrative staff in Ukiah.

**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.

**Dym moved to move the closed session to end of agenda. Second Byrne Approved 7-0**

**V. CONSENT AGENDA 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.

1. Minutes from the 6/6/2018
2. MCTC Financials from 05/2018 **President Khury tabled 05/18 financials for next meeting.**

**Byrne motioned to approve consent agenda, Rodriguez second approved 7-0**

**VI. CLOSED SESSION – BID Approval Update**

**VII. EXECUTIVE DIRECTOR REPORT**

1. Office Location Search – **two offices have been identified one on Gobbi and Main ($1400.00 pm) in Ukiah and One on W. Clay and State St ($1800.00 pm). Khury and ED both believe that the second choice is the best space and location for the organization. Discussion of monthly expenses of both offices. Khury asks that the board approve the use of retained earnings to cover the expenditures of operating two large offices until the location in Fort Bragg can be downsized. Rodriguez motions, Davis Seconds approved 7-0**
2. Strategic Plan Update – **ED discussed the use of Trello to track initiatives. Asking board to approve new method of tracking. Khury reminds that the tracking should be done by the new Office Administrator and that we should hold off making any changes until that person is onboard and decided what method of tracking is best for them. No action taken.**

**VIII. MARKETING COMMITTEE UPDATE**

1. Marketing Committee Chair Report – **Chair Dym gave update on brand re-launch. Mushroom Festival re-brand. Website is up 500% to lodging operators this year over last. Staff de Grassi and Scott explained the use of extra funds requested to continue bus wraps and additional 10 “How do you Mendo” videos.**

**X. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**

1. Committee Chair Report – **Chair Davis gave update on both MCTC and BID seats available and the process to fill the seats. Khury request that we be on the 3rd November BOS agenda to get appointments seated by January and ready to conduct business.**

**XI. FINANCE COMMITTEE UPDATE**

a. Treasurer Report – **Financials tabled. Audit Prep by staff.**

**XII. PERSONNEL COMMITTEE UPDATE**

a. No Report – **Khury spoke briefly about meeting with ED regarding first year goals, onboarding report from Richard Cooper.**

**XIII. FESTIVAL COMMITTEE UPDATE**

1. Festival Committee Chair Report **– Chair Byrne discussed the updates to the re-brand of Mushroom Festival, recapped TheorySF brand ideas.**
2. **Action Item:** Approve 2018-19 Event & Program Funding- **Chair Byrne presented the 2018/19 Event & Program funding proposal. She recapped the Board history as to why this proposal had been brought to the BOD. The expectations of the organizations receiving the funds. Khury brought to BOD attention that Quincy festival (camping) brought 9% TOT. Alyssum Weir ED of Mendocino Arts Council spoke, thanking MCTC for is continued financial support. She explained some of the programs that the funding supports in her organization: murals. She would like our partnership to continue she noted that our $ is 10% of her annual funding. She also made it clear that her organization supports visitors and locals. Rodriguez moved to approve funding proposal and Dym seconded. Approved 7-0**

**XIV. VISITOR SERVICES COMMITTEE UPDATE**

a. No Report – **Staff Strom updated on Visit Ukiah maps.**

**XVI. FUTURE AGENDA ITEMS –** timeline for BOD seats, Audit and Auditor

**XVII. NEXT MEETING – 8/14/18 1-3pm tentatively new Ukiah office.**

**XVIII. ADJOURN** – **Byrne moved to adjourn meeting @ 2:34pm Dym second.**