



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS AGENDA**

**DATE: Thursday, February 10, 2022 starting at 2:00 PM**

**PLACE: ZOOM: <https://us02web.zoom.us/j/86281652590>**

\*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**

<b>BOARD MEMBER</b>	<b>ATTENDANCE</b>	<b>TITLE</b>
Scott Connolly (SC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	<b>CHAIR</b> , Medium Lodging Operator; Coastal
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	<b>VICE CHAIR</b> , Large Lodging Operator; Coastal
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	<b>SECRETARY</b> , Winery/Winegrower
Kasie Gray (KG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	<b>TREASURER</b> , Regional Promotional; Inland
Katrina Kessen (KK)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	At Large
Elizabeth Cameron (EC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator
Raakesh Patel (RP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
<b>STAFF MEMBER</b>	<b>ATTENDANCE</b>	<b>TITLE</b>
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Assistant
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Sales Manager
Jamie Peters-Connolly (JC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Partner Relations & Communications Manager
Mckenzie McLain (MM)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Communications Coordinator

**INTRODUCTION OF GUESTS:**

• **CHAIR'S COMMENTS**

Fiduciary and Due Diligence responsibilities of Board Members

- Pre-review of all materials in Agenda Packet
- Proper use of Motions to advance (or not) discussions/votes on Actionable Items.
- Serious deliberation on whether or not to require a viewing of Actionable Items from the Finance Committee. Any BOD Member may "comment" between the BOD motion/vote that a full viewing of the Actionable Item is required. If no BOD Member requires it, a vote on the Actionable Item will commence without full viewing.









• **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  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.

- Meeting Minutes January 13, 2022 | **See Attachment**

- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action
  - FINANCE CHAIR COMMENTS:
  - December 2021 Financials | **See Attachment** | Approve
    - a. Review Cash Flow Spreadsheet
  - SBMC Checking & Savings Account Signature Card Update Resolution | **See Attachment** | Approve
  - Financial Audit (Completed), no findings or exceptions | **See Attachment(s)** | Approve
  
- **MARKETING & FESTIVAL COMMITTEE UPDATE**  Discussion  Possible Action
  - FESTIVAL CHAIR COMMENTS:
  - MARKETING CHAIR COMMENTS:
  - *Request(s) to review committee-relevant Agenda Packet Items not otherwise denoted in this discussion list.*
  - PR Report
  - Wellness Campaign
  - Room to Roam Campaign Launch: TV, Radio & Podcast
  - Room to Roam Analytics | **See Attachment**
  - Social Media Analytics | **See Attachment**
  - Website Analytics | **See Attachment**
  - Booking Link | **See Attachment**
  
- **VISITOR SERVICES UPDATE**
  - Visitor & Resident Sentiment Survey(s)
  - Gateway Sign Project
  - Update Pet Guide
  
- **EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action
  - Q2 2021-2022 Report | **See Attachment** | Approve
  - BID Annual Report 2022-2023
  - Agreement for Contractor
  - FY 2022-2023 Budget
  - NCTC/NOO Mid-Year Grant Report
  - Joining Visit Ukiah Committee
  
- **FUTURE AGENDA ITEMS**  Discussion
  
- **NEXT MEETING**  Discussion
 

Tentative: Thursday, March 10, 2022 at 2:00 PM
  
- **ADJOURN**