



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, May 12, 2022 starting at 2:00 PM

PLACE: ZOOM: <https://us02web.zoom.us/j/87530948104>

*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**

BOARD MEMBERS

- Scott Connolly (SC)
- Cally Dym (CD)
- Bernadette Byrne (BB)
- Kasie Gray (KG)
- Katrina Kessen (KK)
- Elizabeth Cameron (EC)
- Sharon Davis (SD)
- OPEN SEAT
- Raakesh Patel (RP)
- OPEN SEAT
- Brett Schlesinger (BS)

ATTENDANCE

- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent

TITLE

- CHAIR**, Medium Lodging Operator; Coastal
- VICE CHAIR**, Large Lodging Operator; Coastal
- SECRETARY**, Winery/Winegrower
- TREASURER**, Regional Promotional; Inland
- At Large
- Arts Organization/Attractions
- Regional Promotional; Coastal
- Large, At-Large Lodging Operator
- Large Lodging Operator; Inland
- Small Lodging Operator
- Food & Beverage

STAFF/CONTRACTORS:

- Travis Scott (TS)
- Kathy Janes (KJ)
- Ramon Jimenez (RJ)
- Jamie Peters-Connolly (JC)
- Mckenzie McLain (MM)
- Janis MacDonald (JM)

ATTENDANCE

- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent
- Present Absent

TITLE

- Executive Director
- Administrative Assistant
- Marketing & Sales Manager
- Partner Relations & Communications Manager
- Marketing & Communications Coordinator
- Festival Coordinator

INTRODUCTION OF GUESTS:

• **CHAIR'S COMMENTS:**



• **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 April 14, 2022 | **See Attachment**


- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action
 - FINANCE CHAIR COMMENTS:
 - March 2022 Financials | **See Attachment** | Approve
 - Review Cash Flow Spreadsheet

- **FESTIVAL & MARKETING COMMITTEE UPDATE**  Discussion  Possible Action
 - FESTIVAL CHAIR COMMENTS:
 - MARKETING CHAIR COMMENTS:
 - PR Report
 - Marketing Plan 2022/2023 | **See Attachment**
 - Beer Trail Update
 - Almost Fringe Festival
 - Festival Names
 - Harvest Festival Mendocino
 - Seafood & Sips
 - Cultivar Strategies
 - Rebranding and Website Update
 - Event marketing support parameters
 - Podcast Update
 - Room to Roam Analytics | **See Attachment**
 - Social Media Analytics | **See Attachment**
 - Website Analytics | **See Attachment**
 - Booking Link | **See Attachment**

- **VISITOR SERVICES UPDATE**
 - VISITOR SERVICES CHAIR COMMENTS:
 - Visitor & Resident Sentiment Survey(s)
 - Gateway Sign Project
 - Highway 128

- **EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action
 - FINAL BID Annual Report 2022-2023 | **See Attachment**
 - Presentation to BoS 5/17/22
 - NCTC Sales Trip – Bay Area Travel & Adventure Show May 20, 2022
 - Mendocino County Fair Wine Competition Planning

- **FUTURE AGENDA ITEMS**  Discussion

- **NEXT MEETING**  Discussion

Tentative: Thursday, June 9, 2022 at 2:00 PM

- **ADJOURN**