



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES**

DATE: Tuesday, May 14, 2019 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

***CALL-IN LOCATIONS: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482 and 429 Grove Street, Willits CA 95490**

CONFERENCE CALL NUMBER: 605-475-4000, access code 314482#

*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

A. BOARD MEMBER	ATTENDANCE STATUS		TITLE
John Kuhry (JK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair At Large Member
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair Coastal Large Lodging Operator
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Treasurer Arts Organization/Attractions
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary Winery/Winegrower
Sharon Davis (SD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Martha Barra (MB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium Lodging Operator
B. STAFF MEMBER	ATTENDANCE STATUS		TITLE
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Kathy Janes (KJ)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Assistant
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant

C. INTRODUCTION OF GUESTS

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 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.

- a. REVIEW/APPROVE Minutes 3/12/2019 Meeting | *See Attachment*
- b. 4/9/2019 Meeting Canceled
- c. REVIEW/APPROVE MCTC February 2019 Financials | *See Attachment*
- d. REVIEW/APPROVE MCTC March 2019 Financials | *See Attachment*

VI. EXECUTIVE DIRECTOR REPORT ✓ Discussion

- a. BID Advisory Board Report (Approved) | County Hearing on 5/21/2019 | *See Attachment*
- b. Point Arena Resolution | *See Attachment*
- c. Quarterly Report Draft | *See Attachment* ✓ **Possible Action**
- d. Cannabis Tourism | *See Attachment* ✓ **Possible Action**
- e. 2019/20 Marketing Plan | *See Attachment* ✓ **Possible Action**

VII. MARKETING COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: WEDNESDAY, 6/5/2019 AT 11:00 AM)

- a. Media Matter World Wide Stats | *See Attachment*
- b. 2018 Economic Impact of Travel | California + Mendocino | *See Attachment*
- c. PR April Report | *See Attachment*

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE ✓ Discussion

- a. Set meeting date for July, to start conversation regarding board recruitment ✓ **Possible Action**

IX. FINANCE COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: WEDNESDAY, 5/22/2019 AT 11:00 AM)

- a. Budget Movement of \$47k, from 5240, 5550, 5680, 5780, 5780, 6720, 7210 to 5130 | *See Attachment*
✓ **Possible Action**

X. PERSONNEL COMMITTEE UPDATE

(NEXT MEETING: WEDNESDAY, 5/22/2019 AT 12:00 PM | CLOSED SESSION)

Nothing at this time

XI. FESTIVAL COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: WEDNESDAY, 6/5/2019 AT 10:00 AM)

- a. Visit Willits Update
- b. Ukiah Office Grand Opening Feedback | April 4, 2019 from 5-8 PM
- c. Mushroom Feast | Anchor Events | Both Weekends
- d. Hotel Adoption Program (HAP) Review
- e. Stakeholder Trainings/Meetings
 - i. Inland | April 2, 4-6 PM | The Travelodge, Ukiah | Review
 - ii. Coast | April 30, 4-6 PM | Noyo Harbor Inn, FB | Review
- f. Taste Mendocino | April 27, 2019 from 1-4 PM | Review
- g. Marc Willson | Seminar at Fort Bragg | May 17, 2019

XII. VISITOR SERVICES COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: THURSDAY, 8/22/2019 AT 3:00 PM)

- a. 19/20 Sales Plan Review | Included in 2019/20 Marketing Plan
- b. In Market Survey Research Update
- c. Wedding Show Survey
- d. Kiosk Updates

XIII. FUTURE AGENDA ITEMS ✓ Discussion

XIV. NEXT MEETING

TENTATIVE: Tuesday, June 11, 2019 at 1:00 PM

LOCATION: 105 West Clay St, Ukiah CA 95482 & 345 North Franklin Street, Fort Bragg CA

XV. ADJOURN