



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Tuesday, September 10, 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: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482

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

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
Ramon Jimenez (RJ)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Daphne Haney (DH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

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 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 8/13/2019 Meeting | *See Attachment*
- b. REVIEW/APPROVE June 2019 Financials | *See Attachment*
- c. REVIEW/APPROVE July 2019 Financials | *See Attachment*

VI. PERSONNEL COMMITTEE UPDATE ✓ Discussion ✓ Action Item

(NEXT MEETING: TBD)

- a. No report

VII. EXECUTIVE DIRECTOR REPORT ✓ Discussion

- a. VMC Quarterly Report | April 2019 – June 2019
- b. VMC Annual Report | FY 18/19
- c. VMC Community Collaborations and Participation | August 2019 | *See Attachment*
- d. General Reporting

VIII. FINANCE COMMITTEE UPDATE ✓ Discussion

- a. Committee Chair Report
- b. Resolution | Move Savings to RCU | Open New Credit Card with RCU | *See Attachment* [X] Discussion [X] Action Item

IX. MARKETING COMMITTEE UPDATE ✓ Discussion

- a. Media Matters Worldwide Campaign Synopsis | *See Attachment*
- b. Media Matters Worldwide Media Plan 2019-2020 | *See Attachment*
- c. Happyland Players Guide | *See Attachment*
- d. PR 2018-2019 Wrap-up Report | *See Attachment*
- e. VMC Impact Report | July 2019 | *See Attachment*
- f. PR Hits Inland and Coastal | *See Attachment*

X. FESTIVAL COMMITTEE UPDATE ✓ Discussion

- a. Committee Chair Report
- b. Mushroom Feast | Brochure
- c. Stakeholder Engagement | Educational Piece | *See Attachment*
- d. Hotel Adoption Program (HAP)
- e. Event Space Advertising Info Request

XI. VISITOR SERVICES COMMITTEE UPDATE ✓ Discussion

- a. No report at this time
- b. Wedding Survey | Results

XII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE ✓ Discussion

- a. No report at this time

XIII. FUTURE AGENDA ITEMS ✓ Discussion

- ~~Discussion on possible Agriculture Grants~~ TABLED

XIV. NEXT MEETING

TENTATIVE: Tuesday, October 8, 2019 at 1:00 PM | LOCATION: TBD

XV. ADJOURN