



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Friday December 14, 2018 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482, 345 North Franklin Street, Fort Bragg, CA 95437

\*CALL-IN LOCATIONS: 3766 Feliz Creek Road, Hopland CA, Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA (605) 562-0400, access code 443-8581#

\*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 checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair/At Large Member
Sharon Davis (SD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair/Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Treasurer/Arts Organization/Attractions
Jo Bradley (JB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary/Coastal Medium Lodging Operator
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Winery/Winegrower
Cally Dym (CD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Coastal Large Lodging Operator
Jitu Ishwar (JI)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
b. Staff Member	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant
c. Introduction of Guests	None		

III. CHAIR’S COMMENTS

JK – private audit finding where released and circulated by a member of the public that may affect a pervious staff member negatively and may need to be addressed more in depth, to prevent an innocent person from being persecuted.

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.

TS – Thank you to Jo for her many year of service and everything she has done.

(Thank you to Jo and warm wishes from everyone present.)

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 10/9/18 meeting
- b. REVIEW Minutes 11/13/18 meeting
- c. REVIEW/APPROVE MCTC 9/2018 Financials
- d. REVIEW/APPROVE MCTC 10/2018 Financials

**JR moved for approval of all items, JI 2<sup>nd</sup>, Roll Call; All yes: motion passes, all items approved.**

## **VI. EXECUTIVE DIRECTOR REPORT Discussion**

### **a. Quarterly Report Possible Action**

**BB moved for approval, JI 2<sup>nd</sup>, Roll Call; All yes: motion passes, Board accepts the Quarterly Report.**

### **b. Board of Supervisors Presentation**

### **c. Jo Bradley Board Resignation**

### **d. January Board Training**

- Thursday, January 17, 2019, 8:00 AM to 5:00 PM at the Mendocino Community College (room number to follow)

### **e. Bylaw changes Possible Action**

- JB to lead discussion

**JR moved for approval, BB 2<sup>nd</sup>, JK** – suggests to clean up the verbiage and bring back with some word smithing.

**JR – withdraws motion** & recommends to bring back at a later time. **Motion dies** JK – requests to have verbiage ready by next months meeting. JB – agrees to have complete by the next BOD meeting.

### **f. Strategic Plan Update**

Tabled for the text BOD meeting

- added/new verbiage “rural, Northern California”

FOCUS

Objectives

- Bid assessment growth at 5% over average of top 3 rural, Northern California competitors.

## **VII. MARKETING COMMITTEE UPDATE Discussion**

### **a. BID Compliance Protocol: Lodging Promotion Policy (with suggested changes)**

- JB to lead discussion  Possible Action

JI – recommends we format it and bring it back to the next BOD meeting for approval/acceptance. TS – agrees to have it ready by the next BOD meeting. JB – requests Board members presents all suggested changes to Travis by next week.

### **b. Media Plans with Campaign Budgets**

- Presentation

ADG – Sac/SF Tarket Area, \$300K aggressive digital marketing, \$186K outdoor marketing, brand awareness, able to change out digital billboards, Nelson study in roughly 2 months (\$10k) with reportable numbers

### **c. iLoveCrab.visitmendocino.com-screenshot**

## **VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion**

### **a. New Board Members**

### **b. BID Advisory Members**

- Tuesday, December 18, 2018 at 1:00 PM

TS – as of Jan 2019 all seat filled, John Glidewell will be present. SD – suggests Rakesh for the open seat (Elk Cove Inn)

## **IX. FINANCE COMMITTEE UPDATE Discussion Possible Action**

### **a. REVIEW/APPROVE 2017/18 Financial Audit**

JK – met with auditor, with Emily and Daphne working together the finding is now a non-issue.

**JB moved for approval, JI 2<sup>nd</sup>, Roll Call; All yes: motion passes, Board accepts the Financial Audit.**

## **X. PERSONNEL COMMITTEE UPDATE Discussion**

### **a. Staffing Updates**

- Introduction to Katrina Kessen

TS - Katrina welcomed, already working on stakeholder training, the website, hotel adoption and more and only two weeks in. A great addition to the team.

- ED official 6-month Review

JK – ED survey went out, look good so far. Haven’t had time to do read all, in the works. Review scheduled for next week.

- Closed Session, 12/20/2018 at 3:00PM, 105 West Clay Street, Ukiah CA 95482

## **XI. FESTIVAL COMMITTEE UPDATE** ✓ Discussion

### a. Festival Reportable Items

- BB – feast events are evolving, there was some confusion with the mushroom events and for this we have brought back the name mushroom/crab to the feasts, tabled Spring Feast, till 2020, to focus and support existing events and festivals happening during this spring and to give us more time to plan for the official one, we welcomed Maria Martinson to the committee, we have selected a logo for Taste Mendocino.

## **XII. VISITOR SERVICES COMMITTEE UPDATE**

### a. Visitor Services Committee Chair Report

- Tabled until January 2019  
JI – thoughts on Mendocino Visitor Center? JK – proposal? TS –the before made decision was to focus staff attention and company efforts on marketing the County.

## **XIII. FUTURE AGENDA ITEMS** ✓ Discussion

## **XIV. NEXT MEETING**

DATE: Thursday, January 17, 2019

LOCATION: Mendocino Community College

TIME: 8:00 AM to 5:00 PM

## **XV. ADJOURN**

JB moved, adjourned at 2:16 PM