



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Finance Committee Minutes

DATE: Tuesday, February 5, 2019 TIME: 4:00 PM

PLACE: 105 W. Clay Street Ukiah CA 95482

Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA 95482

(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

4:09 PM

II. ROLL CALL

Table with 3 columns: Name, Attendance Status, Title. Rows include Board Members (John Kuhry, Jennifer Seward, Jitu Ishwar) and Staff Members (Travis Scott, Emily Saengarun, Daphne Haney).

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. Review and Possibly Approve 2019/2020 Drafted Budget [checked] Discussion [checked] Possible Action

2019/20 Budget Draftv2

Spread Sheet Notes:

- Orange columns dated 2018-19 reflect 2019-20 budgeted numbers
Income; 4251/Ads: \$0, hard sell
Income; New/Orange Bags: Lowered \$
Income; 4240: No more slush funds, budget to be fully accounted for
Marketing; 5130/Print, Digital, Direct Mail & Broadcast: \$322.5K + add funds from reserve, seeing great results from 2018/19 campaigns

- Personnel; 8530/Payroll Taxers: \$ up'd to reflect emp count
- Personnel; 8570/Health Insurance: \$ up'd to reflect emp count
- Personnel; 8580/Other Emp Benefits: \* Per Finance Committee up to \$10k potential

TS – Budgeted at +5% over last year, 2017/2018 had 8.6% YOY growth

JK – Would like to go lower, 3% realistic

MM – During BID meeting 5% was agreed upon

TS – Currently budgeted 100% on expected income with 0% reserves

After discussion Finance Committee requests VMC use 1/3 of reserves in 2019/2020 budget (EST \$64K), to prevent being seen as holding funds.

MM – suggests putting reserve funds into miscellaneous/optional use fund

TS – Prefer all funds be budgeted and reallocated at a later time with Board approval

JK/JS – agree the reviewed budget with the discussed adjustments are ready to be presented before the Board at the next Board Meeting.

#### **XI. NEXT MEETING**

Set for: Wednesday, February 27, 2019 at 11:00 AM

105 West Clay Street, Ukiah CA 95482

Call-in: Redwood Empire Fair Grounds, 1055 N State St, Ukiah CA 95482

#### **XII. ADJOURN Possible Action**

5:13 PM