



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, August 15, 2017 **TIME:** 12:00 PM

PLACE: 345 N. Franklin St., Fort Bragg CA 94537

CALL-IN LOCATIONS: 390 West Standley Street, Ukiah CA: 62-2308 Kanehoa St, Kamuela, HI 96743
1055 North State Street:

- I. CALL TO ORDER – Meeting was called to order at 12:09 pm.**
- II. ROLL CALL -** Present are Members Kuhry, Davis, Magdaleno, Bradley and Dym. Via phone; Members Byrne, Ishwar, Kettner, Rodriguez and Seward. Staff Member CodyChacon present and from the public Wendy Roberts, Pauline Zamboni from the BID Advisory and Alison Findley from the Willits Chamber.
- III. CHAIR’S COMMENTS –** Coming into the end of the summer season and things are running smoothly.
- 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. Alison Findley from the Willits Chamber introduced herself and thanked the Board for hosting her and she is happy to be in attendance. BID Advisory Member Zamboni has joined the meeting.
- V. CONSENT AGENDA 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. Approve Minutes from July 11, 2017 Meeting
 - b. Approve June Financials

Member Davis motioned to approve consent agenda items. Member Dym seconds.
Motion Approved 7-0.
- VI. TRADEMARK UPDATE:**
 - a. **ACTION ITEM: APPROVE TRADEMARK PROPOSAL –** Executive Director Humason gave an update on the Trademarking status. Applications have been submitted for “Visit Mendocino County” and “Wilderness, Waves, Wineries”. Applications take approximately 3 months for a trademark examiner to be appointed and the review process to begin. Members Bradley and Ishwar has joined the meeting. The verbiage “cannabis” and “weed” used for cannabis tourism are generic and do not warrant trademark registration at this time. Attorney O’Brien suggested waiting until VMC has a closely identified product or service to associate with cannabis tourism and to move on from there. MCPA may be taking on the cannabis tourism on behalf of VMC and if so, then MCPA should pursue the trademarking of that logo and phraseology to be used for cannabis tourism. VMC is also moving forward on trademarking “Find your happy” along with VMC’s new logo once art is completed.
- VII. EXECUTIVE DIRECTOR REPORT**
 - a. **Strategic Plan Update –** Executive Director Humason gave an update on the strategic plan. VMC team has mapped out all 9 initiatives including identifying all risks and challenges and appropriate responses to them and each initiative has been assigned an owner. All information has been entered into Trello, an online workflow management software program. Executive Director Humason briefly outlined Trello to the Board and announced that this will now become a part of VMC weekly staff meetings. There was inquiry as to if Trello will be made available to all Board Members. Executive Director Humason would prefer limited access outside of the VMC Team.

- b. Foreign Sales Missions Report – BID Advisory Member Wendy Roberts and Member Rodriguez has joined the meeting. Executive Director Humason outlined VMC’s Foreign Sales Mission whereas education is the keystone out in the market place. Contractor Richard Strom gave a verbal presentation to the Board about international marketing, techniques and the value in participating. There was much discussion as to why Mendocino County Lodging Partners are not utilizing these services and it was gleaned that education is key and that there is a learning curve with terminology and procedures that will need to be addressed. Potential education platforms were also discussed.
- c. BOD/BID Board Seat Recruitment Update – Executive Director Humason gave an update to the Board on both the MCTC Board and BID Advisory Board seat recruitments. There was much discussion about potential applicants and how to better the recruitment process. There are currently two seat openings on the BID Advisory Board and four seats on the MCTC Board.

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

- a. Organizational Development Committee Chair Report – Member Davis also provided an update on MCTC Board nominations. There was further discussion on what VMC role is vs the County role for nominations and how both entities can benefit from a joint venture. A suggestion to have a living calendar to help all organizations stay on track and timely was examined and Member Byrne suggested utilizing Trello in creating said calendar. Chair Kuhry tasked VMC staff with drafting a press release for both BID and MCTC Board seats for recruitment purposes by next meeting as well as a PSA. There was discussion about the County’s website - under MCTC, it is indicated that there are no seat availability and that this could be hindering applications.

IX. MARKETING COMMITTEE UPDATE

- a. Marketing Committee Chair Report – Contractor de Grassi updated the Board on the marketing committee. The marketing committee will be meeting tomorrow with Theory SF and things are moving forward, the new logo has been chosen along with the new tag line. Website development is in process. Member Davis inquired as to when the Board can expect an updated presentation. VMC will be hosting 2 film crews, ABC TV and PBS Family Travel.

X. FINANCE COMMITTEE UPDATE

- a. Finance Committee Chair Report – Member Magdaleno gave an update on the finance committee. Finance Committee met and reviewed all monthly financial reports. 2015/16 audit was discussed and is moving forward. Finance will also be meeting with MCTC County liaison’s in October to gather information on the new County payment schedule. It was hopeful that this will become an annual meeting with the County.

XI. PERSONNEL COMMITTEE REPORT

- a. Personnel Committee Chair Report - Personnel Committee has not met. Items for agenda include the Executive Directors bonus structure, staff payroll advances and the new employee handbook.

XII. FESTIVAL COMMITTEE UPDATE

- a. Festival Committee Chair Report – Member Byrne gave an update on the Mushroom festival and introduced the signature event of Home Brew contest at the Ukiah Conference Center and is attached to the non-profit organization, Good Farm Fund. Brochures have gone to the printer and the festival is moving ahead as planned.

XIII. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Chair Report – Member Magdaleno gave an update on the Visitor Services Committee that met in the morning. Willits tear off maps status and updates were discussed as well as providing it in a PDF format on line as well. VMC won both gold and blue ribbons for our booth at the Sacramento State Fair for Best Content, this year was whale themed and VMC worked closely with the Noyo Center. New batch of green bags have been ordered. Staff member Luz Harvey will be creating an informational how to sheet about hosting and creating new events. There was discussion about how to work with and be better citizens to our community thru helping promoters of events and how to communicate to promoters to address community issues that are directly impacted by events. A compilation of venues and a list of promoters to help staff identify places for events by categorization would be useful. Member Davis suggested an online site will all festival/event sites listed for out of area promoters. Chair Kuhry mentioned this to be a pilot project.

XIV. CANNABIS TASK FORCE UPDATE

- a. Cannabis Task Force Chair Report – Member Dym gave an update on the Cannabis Task Force. Member Dym asked the Board to appeal to MCPA to reinvent itself for agricultural cannabis tourism marketing. MCPA is designed to market the agriculture within the County and it was determined that MCPA would be best to handle the marketing for cannabis tourism. All trademarks and branding for cannabis tourism would then flow through MCPA. Executive Director Humason and Member Dym will draft a letter to MCPA requesting that Board to consider cannabis tourism. Proposal to be presented to the Board in September.

XV. FUTURE AGENDA ITEMS.

- a. **Visit Willits Update**
- b. **How to provide communication to stakeholders & suggestions about moving forward.**

XVI. NEXT MEETING: In Willits, Sept 12th at 1 pm.

XVII. ADJOURN - Meeting adjourned at 2:11 pm