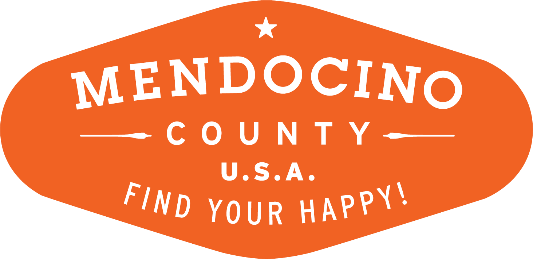
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**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS AGENDA DATE: Tuesday, August 14, 2018 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**

**605-475-4000, access code 314482  
CALL-IN LOCATIONS: Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA 95482 and 1016 Main Street, St Helena, CA.**

\*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:** by JK at 1:09pm

**II. ROLL CALL:** John Khury, Bernadette Byrne, Sharon Davis, Allison Findley, Cally Dym, Jo Bradley, Staff: Travis Scott, Alison de Grassi, Vanlee Waters, Richard Strom & Luz Harvey at 1:14pm Cynthia Ariosta joined via phone. Jitu Ishwar joined at 1:35 pm.

**III. CHAIR’S COMMENTS:**  Thoughts to firefighters & pleased with VMC messaging of “The Coast is Clear”.

**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 de Grassi brought up the billboard in Hopland with the verbiage “Ukiah Eats Good”. And the idea that VMC should think of approaching the group and asking for a change.**

**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.

1. Minutes from the 7/10/2018 meeting
2. MCTC Financials from May and June 2018

**A motion to approve by Bernadette Byrne and second by Alison Findley. Approved.**

**VII. EXECUTIVE DIRECTOR REPORT**

1. Ukiah Office Update
   1. **Action item**: Approve Ukiah office funding proposal

**TS read funding proposal and requested the BOD approve as proposed. A motion by Sharon Davis and discussion on the overall cost of the office and phone system. It was discussed that the cost was to great and we needed to rethink what was necessary for MCTC to function in the space. Sharon removed her motion to approve. A discussion of the Filemaker server began and JK asked that a cloud based version be researched. Alison de Grassi stated that it wasn’t an option for MCTC. Cally Dym asked that the conversation take place off of board time. A new motion by Cally Dym to approve $10,000 on furniture and $3,000 for a phone system, second by Jo Bradley. Vote: Approved**

1. Draft Quarterly Report

**TS asked the board to approve the report as drafted. John Khury asked staff to send an electronic version of the report to the board for review and comments by 8/31/18. Make any changes and bring second draft back to board at September meeting.**

1. Mendocino Complex Fire Update

**AdeG discussed the PR actions of her team. See PR action summary attached.**

**VIII. MARKETING COMMITTEE UPDATE**

1. Marketing Committee Chair Report:

**TheorySF presented committee with new marketing program options for follow up to brand launch in Bay Area. Discussion and possible action to take place at the next marketing committee meeting. First stakeholder report had just gone out and positive response was received.**

1. Feast Mendocino

**AdeG shared the thought from TheorySF that we should focus on Building the new brand of FEAST MENDOCINO through all of our festivals… Building awareness of this new Mendocino brand is crucial to keeping Mendocino atop the mind of potential visitors. The idea of changing Crab, Wine & Beer festival name will be brought up at the next marketing meeting.**

**TS spoke of the newly added Anchor Event to be held in Hopland.**

**IX. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**

1. Committee Chair Report:

**Committee was actively seeking new appointments and that Shari Schapmire was asked to provide MCTC with a list of lodging properties and where they fall in BID percentages. Staff will continue to seek and vet potential candidates. Bernadette Byrne confirmed that she would like to stay on the BOD, as did Jitu Ishwar. She reported that we are on target to be on the agenda for the November 3rd BOS meeting.**

**X. FINANCE COMMITTEE UPDATE**

1. Treasurer Report

**John Khury discussed our financial position reporting our retained earnings noting that we need to spend down. At the last BOS meeting Carmel Angelo reported that the county was having cash flow issues.**

1. Audit 10/1 – 10/31/18

**TS reported that audit was scheduled.**

**XI. PERSONNEL COMMITTEE UPDATE**

1. Committee Chair Update

**JK stated personnel committee had not met and there was no report**

**XII. FESTIVAL COMMITTEE UPDATE**

1. Festival Committee Chair Report

**Bernadette Byrne reported that FEAST MENDOCINO is on track in its production. TheorySF was in process of creating the FEAST branding.**

**John Khury stated that his event Boont Fling was growing. When he started the event it was 60 people and at the last event attendance was 220. We need to cross market with exiting events and festivals. We need to captivate those audiences and market to them for a repeat Mendocino County visit.**

**XIII. VISITOR SERVICES COMMITTEE UPDATE**

1. No Report

**Alison Findley and or Richard Stromm reported that the committee had not met and that they would like to restart meetings and the last meeting held was in August of 2017. Richard stated that he had several items that he could discuss with the committee.**

**Jitu asked about how visitor centers and kiosks fall to visitor services. No direct reply to his question.**

**Richard Stromm mentioned that he would like the committee to work on gateway signs. He also wants the HAP program to fall under the direction of Visitor Services committee.**

**Cally Dym noted that the Randall Report mentions that we don’t score high when it comes to giving a great visitor experience.**

**John Khury would like TheorySF to help in some way survey guests on how we are doing now with regard to visitor experience.**

**XIV. FUTURE AGENDA ITEMS**

* **Hopland Billboard**

**XVI. NEXT MEETING 9/11/18 1pm Building & Planning Ukiah and Fort Bragg**

**XVII. ADJOURN: Motion by Bernadette Byrne, Second Jitu Ishwar @ 2:28pm**