



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, March 12, 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.**

CONFERENCE CALL NUMBER: (605) 562-0400 / 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

1:05 PM

II. ROLL CALL

A. BOARD MEMBER

ATTENDANCE STATUS

TITLE

John Kuhry (JKL)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair At Large Member
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair Coastal Large Lodging Operator
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Treasurer Arts Organization/Attractions (Official call in location)
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary Winery/Winegrower
Sharon Davis (SD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator (Unofficial call in location/vote = absent)
Jan Rodriguez (JR)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Martha Barra (MB)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium 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 checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager (By phone)
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

Colby Bowans
Aspen Logan

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.

- Martha Barra/John Kuhry – ABC: Agriculture and Business Coalition JKL - working to figure out housing
- SD – City of FB looking into districting elections, will keep MCTC up to date on any new developments

V. CONSENT AGENDA ITEMS Discussion

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.

- REVIEW/APPROVE Minutes 2/19/2019 Meeting Possible Action
- REVIEW/APPROVE MCTC January 2019 Financials Possible Action

CD made the motion for approval, BB 2nd the motion, roll call; all present approved, 2 absent: motion passed

VI. EXECUTIVE DIRECTOR REPORT ✓ Discussion

- a. BID Advisory Board Draft Report
- b. Watch for Quarterly Report and respond with feedback.
- c. Ukiah Office Grand Opening/Art Walk April 5th

VII. MARKETING COMMITTEE UPDATE ✓ Discussion

- a. Marketing Committee Reportable Items
ADG – Probably the best February ever for PR
Taste Mendocino Campaign to launch next week, through April 27, 2019
- b. 2019/20 Preliminary Digital Marketing Plan
- c. Agriculture Marketing (MCPA) – Presented by Cally Dym ✓ Possible Action
CD – create a partnership between VMC and MCPA, the MCTC finance committee earmarked an additional \$100k in VMC's 2019/20 budget for marketing. Suggesting moving/giving the \$100k to MCPA for marketing.

BB made the motion to reaffirm the MCTC Policy letter presented during the meeting today, SC 2nd the motion, roll call; 8 yes, 1-JR no, 2 absent: motion passed

BB made the motion "VMC earmark the \$100k addition to give to MCPC for the purposes of marketing, upon the approval of a marketing plan." SD 2nd the motion, roll call; 6 yes, 1-JR no, 2 recuse, 2 absent: motion passed

Communication regarding motion:

TS – had a meeting with two members on the Board of Supervisors and were favorable towards the idea.

BB – How will we guarantee these dollars will be used for marketing?

TS – MCPA Board will over look and be held accountable for the funds.

JK – Measurable results will be needed.

TS – We should engage our Lodging Stakeholders, this is not a one stop idea.

BB – We will need to have criteria written into the agreement on how the money is to be spent.

JR – From a legal aspect, how would be able to be a part of it and not a part of it?

SD – TS how are we going to know if Lodging supports this action? Should we utilize the community council?

SC – By using the word augmenting, we may not have the oversight we want.

JK – Staff have to account for their time spent to create an accounting for the billable hours spent on this project and MCPA needs to be able to present a detailed marketing plan.

CD – 100% disagree's with asking the stakeholders, there is a reason we have a board with so many different partners on the MCTC Board of Directors to make these decisions. Asking the stakeholders is like opening pandora's box.

JR - What happens if the money is not spent, goes unused?

CD - If the money is not spent the money goes back to the County's public entity, Visit Mendocino.

JS – how much money is the industry putting into this themselves and what happens when the funds are used up?

CD – (the industry is putting in) zero dollars and more will be needed if this is successful.

JK – calls for a roll call

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

Nothing at this time

IX. FINANCE COMMITTEE UPDATE ✓ Discussion

- a. Finance Committee Reportable Items

X. PERSONNEL COMMITTEE UPDATE

- a. Updated Electronics, Social Media and Data Policy
(Including current version, from page 46 in the Employee Handbook)
- b. Updated Credit Card Use Policy
JKL - Officers of the Board should be added to LastPass, in the event of a mishap.

XI. FESTIVAL COMMITTEE UPDATE ✓ Discussion

- a. Stakeholder Training Schedule and Report + Meetings
KK – we have been receiving great feedback from the completed classes, with more classes to come.
SD – offers resources with the coast location for the Stakeholder meetings
- b. Taste Mendocino Updates
- c. Whale Festival Updates
SD – plus 11% YOY, biggest add yet
- d. Start Thinking Mushroom FEAST Events!

XII. VISITOR SERVICES COMMITTEE UPDATE ✓ Discussion

- a. Application for the CA State Fair in Process

XIII. FUTURE AGENDA ITEMS ✓ Discussion

MCPA – Marketing Plan

XIV. NEXT MEETING

TENTATIVE: Tuesday, April 9, 2019 at 1:00 PM

LOCATION: 105 West Clay St, Ukiah CA 95482 & 345 North Franklin Street, Fort Bragg CA

XV. ADJOURN

JR motions to adjourn, 2:07 PM