



MENDOCINO COUNTY TOURISM COMMISSION, INC.  
**BOARD OF DIRECTORS AGENDA**

DATE: Thursday, May 13, 2021 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/82696237904?pwd=bzBKYmFFRnNQSzJmL0x6YINIVjM0dz09>

\*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.

1. CALL TO ORDER

2. ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair   Large Lodging Operator; Coastal
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Vice Chair   At Large
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Secretary   Winery/Winegrower
Scott Connolly (SC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Treasurer   Medium Lodging Operator; Coastal
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator; Inland
Raakesh Patel (RP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Elaine Wing-Hillesland (EWH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray (KG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Inland

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services
Jamie Peters-Connolly (JPC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Partner Relations and Communications

INTRODUCTION OF GUESTS:

3. CHAIR’S COMMENT

4. 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.

5. CONSENT AGENDA ITEMS  Discussion  Action 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.

- REVIEW/APPROVE Minutes 03/11/2021 Meeting | **See Attachment**

6. FINANCE COMMITTEE UPDATE  Discussion  Action Items

- Committee Chair Report:
- Financial Statements
  - March 2021 | Approve | **See Attachment**

7. FESTIVAL/MARKETING COMMITTEE UPDATE  Discussion

- PR Report – *See attached*

- Festival Subcommittee Report – *See Attached*
- Room to Roam Update
- Room to Roam Analytics – *See Attached*
- Social Media Updates/ Analytics – *See Attached*
- Google Analytics – *See Attached*
- Booking Link – *See Attached*

**8. EXECUTIVE DIRECTOR REPORT**  Discussion  Action Items

- Q3 Report – | **Approve** | **See Attachment**
- Coraggio Group/Strategic Plan Update – | **Approve Adoption 7/1/21** | **See Attachment**
- BID Report – **See Attachment**
- County Contract– **See Attachment**
- 2021/2022 Marketing Plan Update
- NCTC Update
- Jamie/Onboarding Update

**9. FUTURE AGENDA ITEMS**  Discussion

**10. NEXT MEETING**

TENTATIVE: Thursday, June 10, 2021 at 2:00 PM

**11. ADJOURN:**