



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**  
**BOARD OF DIRECTORS MINUTES**  
**DATE: Thursday, July 14, 2022 starting at 2:00 PM**  
**PLACE: ZOOM: <https://us02web.zoom.us/j/86214022482>**

\*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.

- **CALL TO ORDER 2:03 PM**

- **ROLL CALL**

<b>BOARD MEMBERS</b>	<b>ATTENDANCE</b>	<b>TITLE</b>
Scott Connolly (SC)	X Present <input type="checkbox"/> Absent	<b>CHAIR</b> , Medium Lodging Operator; Coastal
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	<b>VICE CHAIR</b> , Large Lodging Operator; Coastal
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	<b>SECRETARY</b> , Winery/Winegrower
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	<b>TREASURER</b> , Regional Promotional; Inland
Katrina Kessen (KK)	X Present <input type="checkbox"/> Absent	At Large
Elizabeth Cameron (EC)	X Present <input type="checkbox"/> Absent	Arts Organization/Attractions
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large, At-Large Lodging Operator
Raakesh Patel (RP)	<input type="checkbox"/> Present X Absent	Large Lodging Operator; Inland
OPEN SEAT	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present X Absent	Food & Beverage

<b>STAFF/CONTRACTORS:</b>	<b>ATTENDANCE</b>	<b>TITLE</b>
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Kathy Janes (KJ)	X Present <input type="checkbox"/> Absent	Administrative Assistant
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing & Sales Manager
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations & Communications Manager
Mckenzie McLain (MM)	X Present <input type="checkbox"/> Absent	Marketing & Communications Coordinator
Janis MacDonald (JM)	X Present <input type="checkbox"/> Absent	Festival Coordinator

**INTRODUCTION OF GUESTS:**

- Brendan McGuigan – Agency Xi

- **CHAIR'S COMMENTS:**

- **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.

- **CONSENT AGENDA ITEMS**  Discussion  Possible Action

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.

- Meeting Minutes June 9, 2022 | **See Attachment**
  - CD 1st & BB 2nd *Motion Carries*

- **FESTIVAL & MARKETING COMMITTEE UPDATE**  Discussion  Possible Action

- FESTIVAL CHAIR COMMENTS: BB: Thinks VMC is doing a great job
- MARKETING CHAIR COMMENTS: CD: Excited for Brendan's presentation
- Agency Xi Brand Exploration | **See Attachment**
  - BB 1<sup>st</sup> & CD 2<sup>nd</sup> *Motion Carries*
- Television Commercial
  - BM: Really want to balance and highlight inland. Will shuffle between 12 locations.
  - TRS: These commercials are replacing the former commercials.
- PR Report
  - TRS: Dominated by Uni.
  - Familiarization program Betsy Andrews, Melanie Haiken, Steph Key, Amber Turpen, Kim Lavato, Andrew McCreedy, and David Wice. 7x7 NBC bay area, Los Angeles, Forbes and LA Times.
- Harvest Festival Mendocino
  - JM: Today is the official last day for submission for formal presentations during harvest festival and from now on we are creating a brochure. We have rack cards for harvest and we are distributing these. They will also be at both booths at the fair. Anchor Events are Taste Mendocino with Barra and Mushroom Train with the Skunk train
- Seafood & Sips Festival
  - JM: Winemaker dinner with Graziano. Also has been hinting for people to start coming up with anchor events or plans for this festival once harvest fest brochures drop.
- Festival Logos | **See Attachment**
- Cannabis Tourism Update
  - Cultivar Contract/Direction (Brett Schlesinger)
  - TRS: Tabling for Brett, but the rundown is he feels strongly we need to change directions with cultivar and build relationships within the industry and build more friendships. Thinks we should jump a step to focus on content creation and asset production.
- Event Marketing Support Parameters | **See Attachment**
  - JM: Did present the updated document for the events funding app and a matrix for creating appoint system and the festival committee suggested a few changes. Adding and making changes and will submit to festival committee first and then back to the board.
  - JC: Have created 2 different matrices: 1 showcasing all events and 1 showcasing singular events.
- California State Fair Booths
  - TRS: We have our traditional booth in the county building and Travis will be there tomorrow and is meeting with productions as well as we have a booth in a cannabis hall and have opened that space up to all cannabis producers in Mendocino County.
- Podcast Update
  - RJ: MendoParks episode is releasing July 15<sup>th</sup>.
- Room to Roam Analytics | **See Attachment**
  - RJ: 19,800 clicks from google ads (\$0.19 CPC)
- Social Media Analytics | **See Attachment**
  - RJ: 35,541 clicks from Social (\$0.30 CPC)
- Website Analytics | **See Attachment**
  - RJ: Website up 6.4% YoY (291,539 vs 274,005)
  - Tracking very well and still slightly higher than last year (Even with International Travel open again)
- Booking Link | **See Attachment**
  - RJ: BookDirect had 2,316 searches and 2,062 referrals (Averaging 69 referrals per day)
- **FINANCE COMMITTEE UPDATE** ↗ **Discussion** ↗ **Possible Action**
  - FINANCE CHAIR COMMENTS:

- May 2022 Financials| **See Attachment** |Approve
  - Review Cash Flow Spreadsheet
  - CD 1<sup>st</sup> and BB 2<sup>nd</sup> *Motion Carries*
- BID Additional Business Sector Inclusion (Cally to lead) – 30-Minute Discussion
  - TRS: When we were presenting the bid report two supervisors questioned the BID match for Mendocino County Fort Bragg point arena Ukiah and Willits. It seemed at that point that we needed to figure out a way to reduce the cost of our organization to the county to make ourselves more self-sufficient from the county. The plan is to increase the BID assessment to 2 percent and then negotiate a flat rate for the county. Since then, I have gone to move us from the 89 BID law to a new BID law. So we would go from a 1-year to a 5-year contract giving us a length of time for a future plan. We have had lots of internal discussions.
  - CD: One of the suggestions of these two supervisors is that they would only match the bid from unincorporated areas as opposed to the cities. But we worry Fort Bragg would drop out of the BID and no matter how you look at it we will have less money. Without the BID there is no VMC. So to go back in my life the supervisors have raised the TOT twice and they promised to give back and they never did. They called the hook the match. The vote is based on the projected confirmation, not current. The big difference in the new law is the old one people must write letters against it. This law requires a 51 percent yes vote instead so we make sure that everybody is on board. Including other tourist-serving industries. All the industries we want to assets are already represented here but in our own campaigns we don't promote individual lodging properties so the hook will be all places will have some skin in the game now.
  - TRS: Thinks if we move forward, we should ensure the county we are all working together to be included and proves our industry is here to stay and we are the soldiers so to speak and everybody is in on that. With the perception of the organization so strong if there ever were a time this would be it.
  - BB: Civitas will give us information but I know Tahoe was the example of this BID and wondering what other regions think. I'm concerned about how other businesses will respond. How will this all-inclusive idea include industries?
  - KK: Really is conflicted about this, on one hand, would agree with the premises that VMC could be more self-sustaining and would be nice however, where I'm bothered is that it is obvious when you put heads in beds. But when we add restaurants and attractions and things where locals are going it is hard to raise activities for residents to enjoy to the point where an argument is no local can afford to go to the left coast unless you're a rich out-of-towner. We should focus on local concerns.
  - CD: It is our responsibility to do what is best for the promotion of the county. It isn't about our feelings it's about the county.
  - KK: I feel that there is a huge responsibility in that, but I'm still going to be the person to promote and think about our community.
  - TRS: What do other board members feel like? What are your thoughts or comments?
  - KG: I am also concerned about the community
  - TRS: The idea is to sink the extra fund into the marketing budget. We need to expand in the promotion. We want to be the lead in tourism
  - BB: We are looking at 3 scenarios 89 to the 94 bids, 2 is changing percentage, and 3 is changing the business sectors. We don't have the ability to see the number for adding all other lodging properties.
  - TRS: Doubling the bid by upping it to 2% for the BID
  - CD: If a recession comes, we will be heavily discounting our rooms so the 2.2 million isn't realistic
  - TRS: Looks more like a 1.4
  - TRS: Met with 2 supervisors and the 2 were very excited about the idea and thought it was a great way to move forward to prove tourism is here to stay with a stronghold
  - SC: Where are we with Civitas?
  - TRS: They are waiting for our direction. If we continue with the assessment on lodging and short-term rentals on the 94 law it will be done by June 1, 2023. If we move forward with adding other industries, they're looking at late July Aug 1, 2023. We would have to work under an MOU while we are not actually in contract.
  - BB: Will Civitas be able to give a better proposal for the next board meeting?
  - TRS: She can be ready to present but we need what exactly they want to see.

- BB: I'd like to see other all-inclusive bids including the wine industry and show revenue to see how well that was received. I'd like more information to feel more comfortable moving forward.
- KK: We want success, and I agree with BB
- BB: I also think it would be interesting to see how grocery stores are part of the mix for tourism-facing industries.
- KK: Really, I feel I see the logic of the 5-year BID as well as the logic behind the 2% but it really comes down to whom you're going to include in the bucket of assessing the additional piece. Such as grocery stores, and gas stations? Where is the line drawn?
- SC: Should board members write you to give clear answers about what we want or are concerned with?
- TRS: Please send over whatever is needed. We need the questions within 2 weeks max so that Civitas has time to find answers.

- **VISITOR SERVICES UPDATE**

- VISITOR SERVICES CHAIR COMMENTS:

- Highway 128
  - www.visit128.com
  - JC: We submitted updates a while ago from Terry, but the existing website is hard to update and change so nothing can be changed there they are currently investigating the cost from other counties about how we can make a new document.
- Visitor Survey | ***See Attachment***
- JC: We are now able to send out surveys to people we all know. The link will be shared with everyone.
- Visit Fort Bragg Outreach
  - JC: Now in touch with 2 people at the city of Fort Bragg. Was able to join weekly meeting with the Visit Fort Bragg team.
- Recruiting Visitor Services Committee Members
  - JC: We should recruit 2-3 new members in addition to the role of the chair.
  - SC: Willing to join the committee.

- **EXECUTIVE DIRECTOR REPORT** ↗ Discussion ↗ Possible Action

- BID/Match information & research
- VCA/NCTC Annual Report
- VCA/NCTC Annual Grant Application
- End of Year Financial Review (itemized)

- **FUTURE AGENDA ITEMS** ↗ Discussion

- **NEXT MEETING** ↗ Discussion

- Tentative: Thursday, August 11, 2022, at 2:00 PM

- **ADJOURN** 3:27 PM by KK