



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

DATE: Thursday, April 8, 2021 TIME: 12:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/87278524192?pwd=WIlvSDFJTIFIWWVQeVJhM1VTVVNFZz09>

\*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 12:04 PM**

**2. ROLL CALL**

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

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator
Kathy Janes (KJ)	X Present <input type="checkbox"/> Absent	Administrative Services Assistant

**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**
- 1<sup>st</sup> BB 2<sup>nd</sup> SC Motion Carries

**6. FINANCE COMMITTEE UPDATE  Discussion  Action Items**

- Committee Chair Report: We continue to do well because of the quick action at the beginning of covid and making big cuts to our expenses.
- Financial Statements
  - February 2021 | Approve | **See Attachment**
  - 1<sup>st</sup> SD 2<sup>nd</sup> BB Motion Carries

**7. FESTIVAL/MARKETING COMMITTEE UPDATE** ✓ Discussion

- Committee Chair(s) Report:
  - Festival: Had a productive festival and marketing meeting this week to address festivals and created subcommittees to discuss coastal and inland options prior to the next board meeting. harvest in November, wellness in January.
  - Marketing: We will continue to promote and market what is created in the festival committee.
- Staff Report:
- Room to Roam Analytics – *See Attached*
- Social Media Updates/ Analytics – *See Attached*
- Google Analytics – *See Attached*
- Booking Link – *See Attached*
- PR Report

**8. VISITOR SERVICES COMMITTEE UPDATE** ✓ Discussion ✓ Action Items

- No Update

**9. EXECUTIVE DIRECTOR REPORT** ✓ Discussion ✓ Action Items

- Coraggio Group/Strategic Plan Update
  - We will have the final strategic planning meeting today
- Cannabis Phase 3 Discussion (Brett)
  - BS: Motion for MCTC to support the following possession in phase 3 for Mendocino County.
  - Support more local resources for cannabis
  - Support small, licensed farms
  - Support responsible expansion in 2021
  - Support enforcement
  - 1<sup>st</sup> BS 2<sup>nd</sup> SD *Motion Carries* 2 abstained votes (BB, JS)

**10. FUTURE AGENDA ITEMS** ✓ Discussion

- Replace arts and entertainment position on the board
- Have a meeting to appoint a 5<sup>th</sup> member to the executive committee

**11. NEXT MEETING**

TENTATIVE: Thursday, May 13, 2021 at 2:00 PM

**12. ADJOURN:** 1:33 PM *motion to adjourn by SD*