



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

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 2:03 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) | <input type="checkbox"/> Present X Absent | Secretary Winery/Winegrower |
| Scott Connolly (SC) | X 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) | 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) | X Present <input type="checkbox"/> 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 |
| Kathy Janes (KJ) | X Present <input type="checkbox"/> Absent | Administrative Services |
| Jamie Peters-Connolly (JPC) | X 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**
- 1st JS 2nd SC Motion Carries

6. FINANCE COMMITTEE UPDATE Discussion Action Items

- Committee Chair Report:
- Financial Statements
 - March 2021 | Approve | **See Attachment**
- 1st JS 2nd SD Motion Carries

7. FESTIVAL/MARKETING COMMITTEE UPDATE ✓ Discussion

- PR Report – *See attached*
 - PR goals for the upcoming year have been updated
- Festival Subcommittee Report – *See Attached*
 - October 29-November 7 focusing on harvest and “Made in Mendocino”
- Room to Roam Update
 - Updating programmatic and social media ads
- 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**
- 1st JS 2nd SD *Motion Carries*
- Coraggio Group/Strategic Plan Update – | **Approve Adoption 7/1/21** | **See Attachment**
- 1st SD 2nd BS *Motion Carries*
- BID Report – **See Attachment**
- County Contract– **See Attachment**
- 2021/2022 Marketing Plan Update
 - Rewritten based on the new strategic plan we will be adopting
- NCTC Update
 - NCTC is in a really good financial position
 - Current conversations are happening with VCA regarding the match
- Jamie/Onboarding Update
 - Really smooth process, staff going to Mendocino and visiting with stakeholders

9. FUTURE AGENDA ITEMS ✓ Discussion

- Adding another member to the Executive Committee

10. NEXT MEETING

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

11. ADJOURN: 2:47 PM by SD