



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Thursday, July 8, 2021 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/85829214194?pwd=b0I2Qm5hdEc2MmRHb1lrWHFmRElsQT09>

*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**

• **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:

• **CHAIR’S COMMENT**

• **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 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 05/13/2021 Meeting | **See Attachment**

• **FINANCE COMMITTEE UPDATE Discussion Action Items**

- Committee Chair Report:
- Financial Statements
 - May 2021 | Approve | **See Attachment**
- Move \$35,000 from 5130 (Print & Online Advertising) to 5240 (Research & Development) for Cultivar Contract | **Approve** | FYR – See Budget Attachment

- **FESTIVAL/MARKETING COMMITTEE UPDATE** Discussion
 - #safemendocino
 - PR Report
 - Roberta Gonzales/KTVU 2
 - Cultivar Strategies
 - 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*

- **ORGANIZATIONAL DEVELOPMENT** Discussion Action Items
 - APPROVE Director Sharon Davis to join Executive Committee at 5th member
 - APPROVE AND RECOMMEND to County of Mendocino that Elizabeth Cameron be appointed to the MCTC BoD - *See Attached*

- **EXECUTIVE DIRECTOR REPORT** Discussion Action Items
 - NCTC EoY
 - RJ employee review conducted
 - MCTC's Filemaker Database
 - Cultivar Contract
 - Burrelles Contract
 - Cost Center/Account Verification
 - Color Printer Purchase
 - Review of BoD seats and terms

- **FUTURE AGENDA ITEMS** Discussion

- **NEXT MEETING**
TENTATIVE: Thursday, August 12, 2021, 2:00 PM

- **ADJOURN:**