



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS**

**MINUTES**

**DATE:** Tuesday, September 14, 2016 **TIME:** 1:00 PM

**LOCATION:** Mendocino County Tourism Commission, 345 Franklin St, Fort Bragg, CA 95437

**CALL-IN LOCATION:** Mendocino County Tourism Commission, 390 W. Standley St., Ukiah, CA 95482

**Call-In Number:** 1-800-567-5900 **Access Code:** 694806

**Guests:** Brent Haugen, Pauline Zamboni, Jodi Smith, Cally Dym

I. CALL TO ORDER-The Chair called the meeting to order at 1:14 PM.

II. ROLL CALL-John Kuhry, Jo Bradley, Deb Kettner, Bernadette Byrne, Jennifer, Jan Rodriguez Susie Plocher (phone-in from listed location). Absent: Jitu Ishwar, Sharon Davis, Debra DeGraw (excused)

III. CHAIR'S COMMENTS- The Chair stated that the board is moving along and he'd like to keep meetings short, stay on topic, and

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS – Marcus Magdaleno noted that 3-4 board members would be stepping out in the next 3.5 months so there is a need to start recruiting. Jo Bradley stated that the board packet at 123 pages is too large and would prefer to keep future packets to a minimum.

V. APPROVE MINUTES FROM AUGUST 09— **Motion to approve minutes made by Jennifer Seward; Seconded by Bernadette Byrne. Motion carried (6-0), with 1 abstention.**

VI. UPDATE FROM FINANCE COMMITTEE—

- 1) Report out from Treasurer-Marcus Magdaleno briefly reported out the Finance Committee
- 2) Update on County overpayment-All figures that the County gave match MCTC's financial records, however there is still a need for joint review to confirm. The County is changing over to a new computer system, which should help keep everything straight in the future.
- 3) ACTION ITEM: Expense was over budget by \$103K, income was over by \$270K. \$135K was an over payment from MCLA/PA, taking that out MCTC still had an income overpayment. The Chair would like to see a line item with accrued and adjusted amounts. He also asked that notes to financials with explanations as a footnote for any anomalies be added in the future. **Motion to approve June 2016 Financials made by Jennifer Seward; Seconded by Deb Kettner. Motion carried (8-0).**
- 4) ACTION ITEM: **Motion to approve July Financials made by Jennifer Seward; Seconded by Bernadette Byrne. Motion passed (8-0).**
- 5) ACTION ITEM: The ED explained that insurance would cover all employees. Jennifer Seward would like to see the difference in prices between leasing and owning a vehicle if the asset could be liquidated. The ED explained that it is the nature of organization to not hold assets, which is why a lease is preferred over buying outright. The Chair suggested looking into other options to lower cost of operation/depreciation in case of liquidation. Disbanding would leave assets to the County. He also wanted ED to think about a proposal with other options and higher resale value if purchasing. **Motion to approve Company Car Lease policy made by Marcus Magdaleno; Seconded by Bernadette Byrne. Motion was rescinded and tabled to the October meeting.**

- 6) ACTION ITEM: **Motion to approve 2016-17 Budget Modifications made by Bernadette Byrne; Seconded by Marcus Magdaleno. Friendly amendment was made to move car lease policy to mileage reimbursement so as not to approve car lease. Motion carried (8-0).**

VII. STRATEGIC PLAN DISCUSSION—

- 1) ACTION ITEM: The board wanted to know if the total price of \$32K was firm. The ED stated that it was however, travel expenses were negotiable. ED feels Coraggio Group brings ability to help facilitate more ideas for the unique communities of Mendocino County. Strategic plan can bring stakeholders together. The result would show a breakdown of where assistance is most needed. ED suggested that Coraggio Group come and make presentation to Board at the next meeting. **Motion to approve moving \$15K for strategic plan was made by Jan Rodriguez; Seconded by Deb Kettner. Motion was tabled until future meeting when Coraggio Group can present to the Board.**

VIII. UPDATE ON STATUS OF REVIEW FROM COUNTY REGARDING CONFLICT OF INTEREST POLICY—

Pauline Zamboni stated that what Jennifer O'Brien did was copy what County has for their code and suggested MCTC be more restrictive as government entity, rather than less as a nonprofit. Pauline had meeting with Attorney, Christian Curtis who pointed out two issues: 1) there could be a conflict of interest in having the County look at Commissions Conflict of Interest code, 2) They charge \$150/hour for any future work. The Board agreed that MCTC should accept the summary proposed by Jennifer O'Brien three-hour cap on the work (at \$100/hr). The Board decided to give Pauline authority to go ahead and have Jennifer write the summary and put on the next meeting agenda for approval.

- IX. REVIEW 2015-16 ANNUAL REPORT—The ED stated two corrections: 1) \$427 be corrected to \$327, 2) Sales page should be listed as 2015-16 not 2014-15. ED would like to send out report to stakeholders and possibly present some of the highlights to community. Jennifer Seward suggested that some of the Board members should attend the ED presentations to show support. Marcus Magdaleno would like to see PR outcomes separated out from what MCTC has generated. The Board also would like a one sheet (bullet point) summary for stakeholders on how it benefits them. **Motion to approve the Annual Report made by Marcus Magdaleno; Seconded by Jan Rodriguez. Motion carried (8-0).**

- X. PRESENTATION & APPROVAL OF THE 2016-17 MARKETING PLAN—The ED clarified that there is not a coastal area added in like Fort Bragg since the service is very spotty on the coast, however the messaging on HWY 101 can suggest coastal routes. Regarding events: The Chair asked why there has been a conflict in attending previous shows. He stated that there is no data to show that events we choose are allowing for effective traction from attendance. The ED stated that shows have always been separate, and he is trying to connect them. The Chair needs data from specific shows with ROI. Moving forward the Board would like to get a list of shows coming up in a comprehensive review. **Motion to approve the Marketing Plan made by Jennifer Seward; Seconded by Deb Kettner. Motion carried (8-0).**

- XI. UPDATE FROM FESTIVAL COMMITTEE—All funding applications will go through the Festival Committee who will then make recommendations to the ED for the final decision. Only controversial applications will go to the Board for approval or denial. Jan Rodriguez stated that this proposal is very thorough. The Board wanted clarification on whether they can promote any event within cities that do not support the TOT or just lodging. **Motion to approve the County Event & Program Funding with amendment to remove all Point Arena information made by Jan Rodriguez; Seconded by Marcus Magdaleno. Motion carried (8-0).**

XII. DISCUSSION OF THE ADDITION OF THE BOOKING.COM RESERVATION WIDGET ON VISITMENDOCINO.COM—Jan Rodriguez pointed out that there is a limit to number of rooms/nights and days/holidays that you can offer to Booking.com so there is some control over use. A person who has booked from third party outlet can then be turned into a guest and book directly with lodging owner next time. The ED stated that there will only be a link on the website and it will be up to the lodging partner whether to join or not. The commission is 15-20%, however rate might be too expensive for smaller units. Jo Bradley stated that those not on Booking.com will look like they have no availability and may lose out on reservations. The Board agreed that there needs to be something that is more fair to all lodging types. Jennifer Seward suggested allocating some funds to help those lodging partners to pay and would like more options; possibly look into what Sonoma is using. **Motion to approve implementation of Booking.com made by Bernadette Byrne; Seconded by Deb Kettner. Motion and Second were rescinded.**

XIII. EXECUTIVE DIRECTOR REPORT—The ED updated the Board on recent stakeholder meetings and staff and contractor updates including the new Sales and Hospitality Coordinator hiring of Luz Harvey. Roger Coryell of Brandhound has stepped in to fill the vacant Interactive Media & Content Coordinator position until a new contractor is found. ED updated them on Richard Strom's recent NCTC/Visit California Australia Sales Mission. KOLI Communications doing well with 40 placements. CRM system: Big Contacts selected based on ease and use and syncing ability with Google apps and email. Received program for less than \$1400 for the year for a savings.

XIV. FUTURE AGENDA ITEMS—a. Adventure Pass Discussion (Tabled to October) b. Discuss forming committee for new member nominations, c. Company car lease, d. conflict of interest policy, e. Staff descriptions, h. ED review, i. hidden object review, j. investigating Brown Act training/BID Advisory board members combination, k. Switching Board meetings to a new day

XV. NEXT MEETING-Coastal on Wednesday October 12th at 1 PM.

XVI. ADJOURN-The Chair adjourned the meeting at 16:35PM