



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, January 17, 2019 / TIME: 8:30 AM to 9:45 AM

PLACE: 1000 Hensley Creek Rd, Ukiah CA 95482 / ROOM: 710, Library Building

*CALL-IN LOCATIONS: None

*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.

I. CALL TO ORDER

II. ROLL CALL

A. BOARD MEMBER	ATTENDANCE STATUS		TITLE
John Kuhry (JK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	At Large Member
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Large Lodging Operator
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Winery/Winegrower
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Martha Barra (MB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium Lodging Operator
B. STAFF MEMBER	ATTENDANCE STATUS		TITLE
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant

C. INTRODUCTION OF GUESTS

III. 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.

IV. Welcome New Board Members

- Martha Barra, Marefino Coastal Rental
- Maegen Loring, Noyo Harbor Inn
- Jay Epstein, Greater Ukiah Chamber of Commerce
- Scott Connolly, The Andiron Inn & Cottages

V. Elect Slate of Executive Officers for 2019 Discussion Possible Action

- John Kuhry, Chair of the Board
- Cally Dym, Vice Chair of the Board
- Jennifer Seward, Treasurer of the Board
- Bernadette Byrne, Secretary

VI. Committee Membership

a. Elect Slate of Committee Chairs for 2019 Discussion Possible Action

- Personnel Committee Chair, John Kuhry
- Organizational Development Chair, Cally Dym
- Finance Committee Chair, Jennifer Seward
- Marketing Committee Chair, Cally Dym
- Festival Committee Chair, Bernadette Byrne
- Visitor Services Chair, Cally Dym
- Ad Hoc Bylaws Committee Chair, John Kuhry

b. Approve Committee Members as listed: Discussion Possible Action

Personnel Committee

John Kuhry
Jennifer Seward
Jay Epstein
Staff: Travis Scott

Organizational Development Committee

Cally Dym
Sharon Davis
Jennifer Seward
Staff: Travis Scott

Finance Committee

Jennifer Seward
Jitu Ishwar
John Kuhry
Staff: Travis Scott

Marketing Committee

Cally Dym
Bernadette Byrne
Susie Plocher
John Dixon
Alyssum Weir
Jennifer Seward
Maegen Loring
Scott Connolly
Staff: Travis Scott &
Alison de Grassi

Ad Hoc Bylaws Committee

John Kuhry
Jitu Ishwar
Jennifer Seward
Bernadette Byrne
Staff: Travis Scott

Festival Committee

Bernadette Byrne
Martha Barra
Tom Liden
Tom Yates
Greg Lamer
Maria Martinson
Staff: Travis Scott &
Katrina Kessen

Visitor Services Committee

Cally Dym
Sharon Davis
Jon Glidewell
Rakesh Taneja
Scott Connolly
Staff: Katrina Kessen &
Richard Strom

VII. Board & Committee Meeting Schedules Discussion Possible Action

a. Approval of Proposed Board & Committee 2019 Schedules

- Board of Directors: 2nd Tues/Month - 1:00 PM
- Finance Committee: Last Wed/Month - 11:00 AM
- Festival Committee: 1st Wed/Month - 10:00 AM
- Marketing Committee: 1st Wed/Month - 11:00 AM
- Visitor Services: Quarterly
- Personnel Committee: As Needed
- Ad Hoc Bylaws Committee: As Needed
- Organizational Development: As Needed

VIII. CONSENT AGENDA ITEMS 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.

- REVIEW/APPROVE, Minutes 12/14/2018 Meeting
- REVIEW/APPROVE, November 2018 Financials

IX. EXECUTIVE DIRECTOR REPORT Discussion Possible Action

- REVIEW/APPROVE, Quarterly Report Oct/Dec 2019 (Quarter 2)
- REVIEW/APPROVE, Strat Plan Updates
 - Add: FOCUS Objectives · Bid assessment growth at 5% over average of top 3 “rural, Northern California,” competitors
 - Remove: ACTION Initiatives · Explore our options to influence and shape potential cannabis tourism.
- Bylaw changes
- Review 105 add wall bids/quotes

X. MARKETING COMMITTEE UPDATE Discussion Possible Action

- a. BID Compliance Protocol: Hotel Promotion Policy

XI. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion Possible Action

- a. BID Update
 - Business Improvement District Advisory Board meeting on Thursday, January 24, 2019 at 1:00 PM, at the Planning and Building Services Building on, 120 W Fir St. in Fort Bragg CA 95437 with teleconferencing at 860 N Bush St, Ukiah CA 95482

XII. FINANCE COMMITTEE UPDATE Discussion Possible Action

- a. Treasurer Report
- b. Approval to update CFCU signature cards, removing Jo Bradley & Sharon Davis adding Bernadette Byrne and Cally Dym.

XIII. PERSONNEL COMMITTEE UPDATE

- a. Nothing at this time

XIV. FESTIVAL COMMITTEE UPDATE

- a. Nothing at this time

XV. VISITOR SERVICES COMMITTEE UPDATE

- a. Nothing at this time

XVI. FUTURE AGENDA ITEMS Discussion Possible Action

- a. Feb. 2019 BOD meeting S.S. Resolution
- b. Partnership Funding Updates from Visit Organizations
- c. Power point presentation about Cancer Resource Centers of Mendocino

XVII. NEXT MEETING Discussion Possible Action

Tentative: Tuesday, February 11, 2019 at 1:00 PM
105 West Clay Street, Ukiah CA 95482

XVIII. ADJOURN