



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Tuesday, November 13, 2018 TIME: 1:00 PM

PLACE: County of Mendocino Planning and Building Department 860 Bush Street, Ukiah CA 95482 and County of Mendocino Planning and Building Department 120 West Fir Street, Fort Bragg, CA 95437

*CALL-IN LOCATIONS: Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA & 1016 Main Street, Saint Helena, CA (605) 562-0400, access code 443-8581#

*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

Table with columns: Board Member, Attendance Status, Title. Includes rows for Board Members (John Kuhry, Sharon Davis, Jennifer Seward, Jo Bradley, Cynthia Ariosta, Bernadette Byrne, Cally Dym, Jitu Ishwar, Jan Rodriguez) and Staff Members (Travis Scott, Alison de Grassi, Richard Strom, Emily Saengarun, Daphne Haney).

c. Introduction of Guests

III. CHAIR'S COMMENTS

IV. 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.

V. CONSENT AGENDA ITEMS [checked] Discussion [checked] 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.

- a. REVIEW/APPROVE Minutes 10/9/18 meeting
b. REVIEW/APPROVE MCTC 9/2018 Financials

VI. EXECUTIVE DIRECTOR REPORT [checked] Discussion

- a. Fort Bragg Office Update
b. Quarterly Report [checked] Possible Action

- c. Board of Supervisors Presentation
- d. January Board Training Discussion
- e. Data Collection Recommendation
- f. Bylaw changes **Possible Action**
 - JB to lead discussion

VII. MARKETING COMMITTEE UPDATE **Discussion**

- a. BID Compliance Protocall: Lodging Promotion Policy (with suggested changes)
 - JB to lead discussion **Possible Action**
- b. Media Proposals

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE **Discussion**

- a. New Board Members
- b. BID Advisory Member

IX. FINANCE COMMITTEE UPDATE **Discussion** **Possible Action**

- a. REVIEW/APPROVE 2017/18 Financial Audit

X. PERSONNEL COMMITTEE UPDATE **Discussion**

- a. Staffing Updates
- Note: ED official 6-month review in December 2018

XI. FESTIVAL COMMITTEE UPDATE **Discussion**

- a. Festival Reportable Items

XII. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Committee Chair Report
 - Tabled until January 2019

XIII. FUTURE AGENDA ITEMS **Discussion**

XIV. NEXT MEETING

TENTATIVE: DATE: Tuesday, December 11, 2018 TIME: 1:00 PM
LOCATIONS: 105 West Clay Street, Ukiah CA 95482
345 N. Franklin Street, Fort Bragg CA 95437

XV. ADJOURN