



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**BOARD OF DIRECTORS AGENDA**

**DATE: Tuesday, December 11, 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**

**(605) 475-4000, access code 314-482#**

\*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**

<b>a. Board Member</b>	<b>Attendance Status</b>		<b>Title</b>
John Kuhry (JK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair/At Large Member
Sharon Davis (SD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair/Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Treasurer/Arts Organization/Attractions
Jo Bradley (JB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary/Coastal Medium Lodging Operator
<del>Cynthia Ariosta (CA)</del>	<del><input type="checkbox"/> Present</del>	<del><input type="checkbox"/> Absent</del>	<del>Food &amp; Beverage (Retired 11.13.18)</del>
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Winery/Winegrower
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Large Lodging Operator
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
<b>b. Staff Member</b>	<b>Attendance Status</b>		<b>Title</b>
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
Katina 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. 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  Discussion  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 Minutes 11/13/18 meeting
- c. REVIEW/APPROVE MCTC 9/2018 Financials
- d. REVIEW/APPROVE MCTC 10/2018 Financials

**VI. EXECUTIVE DIRECTOR REPORT  Discussion**

- a. Quarterly Report  Possible Action

- b. Board of Supervisors Presentation
- c. Jo Bradley Board Resignation
- d. January Board Training, Review Doodle Poll/Set Date
- e. Bylaw changes  **Possible Action**
  - JB to lead discussion

**VII. MARKETING COMMITTEE UPDATE  Discussion**

- a. BID Compliance Protocol: Lodging Promotion Policy (with suggested changes)
  - JB to lead discussion  **Possible Action**
- b. Media Plans with Campaign Budgets
  - Presentation
- c. iLoveCrab.visitmendocino.com-screenshot

**VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE  Discussion**

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

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

- a. REVIEW/APPROVE 2017/18 Financial Audit

**X. PERSONNEL COMMITTEE UPDATE  Discussion**

- a. Staffing Updates
  - Introduction to Katrina Kessen
  - ED official 6-month Review
    - Closed Session, directly following this BOD meeting

**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**

TBD, same as January Board Training

**XV. ADJOURN**