



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Tuesday, January 14, 2020 starting at 9:00 AM

PLACE: Glendeven Lodge, 8205 North, CA-1, Little River, CA 95456

***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.

1. CALL TO ORDER

2. ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	At Large
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Coastal
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Winery/Winegrower
Jamie Peters Connolly (JC)	<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
Jan Rodriguez (JR)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Martha Barra (MB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator; Coastal
Open Seat	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Inland
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Medium Lodging Operator; Coastal
STAFF MEMBER	ATTENDANCE	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
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

INTRODUCTION OF GUESTS

3. 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.

4. Welcome New Board Members

- Jamie Peters Connolly, Arts Organization/Attractions
- Brett Schlesinger, Food & Beverage

5. Elect Slate of Executive Officers for 2020 Discussion Possible Action

- Cally Dym, Chair of the Board
- Jennifer Seward, Vice Chair of the Board
- Scott Connolly, Treasurer of the Board
- Bernadette Byrne, Secretary

6. Committee Membership

- Elect slate of committee chairs for 2020 Discussion Possible Action
 - Personnel Committee Chair, Cally Dym
 - Organizational Development Chair, Jennifer Seward
 - Finance Committee Chair, Scott Connolly
 - Ad Hoc Bylaws Committee Chair, Cally Dym
 - Marketing Committee Chair, Scott Connolly
 - Festival Committee Chair, Bernadette Byrne
 - Visitor Services Chair, Sharon Davis

- Approve committee Members as listed: **Discussion Possible Action**

Personnel Committee

Cally Dym, Chair
Jennifer Seward
Jitu Ishwar
Staff: Travis Scott

Organizational Development Committee

Jennifer Seward, Chair
Cally Dym
Sharon Davis
Staff: Travis Scott

Finance Committee

Scott Connolly, Chair
Cally Dym
Jennifer Seward
Staff: Travis Scott

Marketing Committee

Scott Connolly, Chair
Cally Dym
Bernadette Byrne
Susie Plocher
John Dixon
Alyssum Weir
Jennifer Seward
Brett Schlesinger
Staff: Travis Scott &
Alison de Grassi

Ad Hoc Bylaws Committee

Cally Dym, Chair
Jitu Ishwar
Jennifer Seward
Bernadette Byrne
Staff: Travis Scott

Festival Committee

Bernadette Byrne, Chair
Jamie Peters Connolly
Martha Barra
Tom Liden
Tom Yates
Greg Lamer
Kevin Brutocao
Staff: Travis Scott &
Katrina Kessen

Visitor Services Committee

Sharon Davis, Chair
Jamie Peters Connolly
Sharon Davis
Jon Glidewell
Rakesh Taneja
Scott Connolly
Staff: Katrina Kessen

7. Board & Committee Meeting Schedules Discussion Possible Action

- Approval of Proposed Board & Committee 2020 Schedules
 - Board of Directors: 2nd Tues/Mnth - 1:00 PM
 - Festival Committee: 1st Tues/Mnth - 10:00 AM
 - Marketing Committee: 1st Tues/Mnth - 11:00 AM
 - Finance Committee: 1st Tues/Mnth - 12:30 PM
 - Visitor Services: Quarterly
 - Personnel Committee: As Needed
 - Ad Hoc Bylaws Committee: As Needed
 - Organizational Development: Quarterly

8. 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.

- REVIEW/APPROVE, Minutes December 10, 2019 Meeting
- REVIEW/APPROVE, November 2019 Financials

9. MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 2/4/2020 AT 11:00 AM)

- Nothing at this time

10. FESTIVAL COMMITTEE UPDATE

(NEXT MEETING: 2/4/2020 AT 10:00 AM)

- Nothing at this time

11. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: 2/4/2020 AT 12:30 PM)

- Treasurer Report
- Approval to update CFCU signature cards, removing John Kuhry adding Scott Connolly **Discussion Possible Action**
- Explanation of "Unrestricted Net Assets"
- The Finance Committee recommends to the Board a 2-part action:
 1. Visit Mendocino County (VMC) opening a Savings Account at the Saving Bank of Mendocino County, using funds from their restricted Contingency Savings Account to open said account. **Discussion Possible Action**

2. VMC securing a \$200,000 Line of Credit through the Savings Bank of Mendocino County, using the newly opened Savings Account as collateral. Including the stipulation VMC staff may only access said Line of Credit with prior approval from the Finance Committee. **Possible Action**

12. VISITOR SERVICES COMMITTEE UPDATE

(NEXT MEETING: 2/20/2020 AT 3:00 PM)

- Nothing at this time

13. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

- Nothing at this time

14. EXECUTIVE DIRECTOR REPORT Discussion Possible Action

- REVIEW/APPROVE, Quarterly Report July-Sept 2019 (Quarter 1) | **See Attachment**
- REVIEW/APPROVE, Strat Plan Updates
 - Add: FOCUS Objectives · Bid assessment growth at 5% over average of top 3 “rural, Northern California,” competitors

15. FUTURE AGENDA ITEMS Discussion

16. NEXT MEETING Discussion

Tentative: Tuesday, February 11, 2020 at 1:00 PM

17. ADJOURN