

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Wednesday, October 12, 2016 **TIME:** 1:00 PM

PLACE: Mendocino County Tourism Commission, 345 N. Franklin St., Fort Bragg, CA 95437

CALL-IN LOCATIONS: 390 Standley Street, Ukiah, CA 95482; 101 Gregory Lane. Willits, CA 95490;
62-2308 Kanehoa Street, Kamuela HI 96743

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

**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

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. PRESENTATIONS

a. CORAGGIO GROUP PRESENTATION

Long-Term Strategic Plan Proposal & Discussion

- i. ACTION ITEM: Approve the contingency plan outlined from the September 14, 2016 board meeting in funding the strategic plan at \$35,000

b. CITY OF UKIAH TEMPORARY ICE RINK PRESENTATION & DISCUSSION

- i. ACTION ITEM: Funds Request

VI. CLOSED SESSION REPORT

Personnel Committee Meeting Closed Session Report from September 27, 2016

VII. APPROVE MINUTES FROM SEPTEMBER 14, 2016 MEETING

VIII. MCTC BOARD UPDATES

- a. 2017 Large Coastal Lodging Operator Position: Filled by Guy Pacurar, Brewery Gulch Inn
- b. Board Recruitment Discussion

IX. BROWN ACT TRAINING

- a. Tentative Training Date: Monday, November 7, 2016

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

XI. MARKETING COMMITTEE UPDATE

- a. None at this time

XII. MARKETING UPDATES

- a. DCI Performance
 - i. DCI Report
- b. Cooperative Advertising Program

- c. Hidden Object Game

XIII. FESTIVAL COMMITTEE UPDATE

- a. Grant Funding Award Report
- b. ACTION ITEM: Replacement of the Party for the Planet Event with a Mendocino County Fringe Festival

XIV. FINANCE COMMITTEE UPDATE

- a. Treasurer's Report regarding October 5, 2016 Finance Committee Meeting
- b. ACTION ITEM: Accept the 2014-15 Audit Report
- c. ACTION ITEM: Approve August Financials
- d. ACTION ITEM: Approve MCTC Executive Director Travel Expense Policy
- e. Credit Union Merger

XV. MILEAGE REIMBURSEMENT & COMPANY CAR DISCUSSION

- a. Current MCTC Travel Policy
- b. IRS Policy of Mileage Reimbursement
- c. Update on asset ownership and BID
- d. Vehicle Lease Verses Purchase

XVI. EXECUTIVE DIRECTOR PRIORITY DISCUSSION

- a. Marketing Plan
- b. Modified Budget
- c. Review & Modification of Staffing Model
- d. Cannabis Plan
- e. Strategic Plan
- f. Office Location
 - i. Visitor Center Days & Hours
 - ii. First Fridays
 - iii. Retail Outlet
 - iv. Office Leases

XVII. FUTURE AGENDA ITEMS

- a. ADVENTURE PASS DISCUSSION
- b. RESERVATION SYSTEMS FOR VISITMENDOCINO.COM
- c. STAFF POSITION DESCRIPTIONS

NEXT MEETING: Tuesday, November 8, 2016 or Wednesday, November 9, 2016

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