



MENDOCINO COUNTY TOURISM COMMISSION, INC.  
**BOARD OF DIRECTORS AGENDA**

**DATE: Thursday, October 14, 2021 TIME: 2:00 PM**

**PLACE: ZOOM <https://us02web.zoom.us/j/86589301842>**

\*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.

• **CALL TO ORDER**

• **ROLL CALL**

<b>BOARD MEMBER</b>	<b>ATTENDANCE</b>	<b>TITLE</b>
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Chair   Large Lodging Operator; Coastal
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Vice Chair   At Large
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Secretary   Winery/Winegrower
Scott Connolly (SC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Treasurer   Medium Lodging Operator; Coastal
OPEN SEAT	<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
Raakesh Patel (RP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Elaine Wing-Hillesland (EWH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray (KG)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Inland

<b>STAFF MEMBER</b>	<b>ATTENDANCE</b>	<b>TITLE</b>
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing and Sales
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services
Jamie Peters-Connolly (JC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Partner Relations and Communications

**INTRODUCTION OF GUESTS:**

• **CHAIR’S COMMENT**

• **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.

• **CONSENT AGENDA ITEMS  Discussion  Action Items**

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 07/08/2021 Meeting | **See Attachment**
- REVIEW/APPROVE Minutes 09/09/2021 Meeting | **See Attachment**

• **FINANCE COMMITTEE UPDATE  Discussion  Action Items**

- Committee Chair Report:
- Financial Statements
  - June 2021 preliminary EOY financials | Approve | **See Attachment**
  - July 2021 financials | Approve | **See Attachment**
  - August 2021 financials | Approve | **See Attachment**

- **FESTIVAL/MARKETING COMMITTEE UPDATE** ✓ Discussion
  - PR Report
  - KTVU
  - Cultivar
  - Wellness Feast Mendocino
  - Coro Mendocino
  - Room to Roam Update
  - Room to Roam Analytics | **See Attachment**
  - Social Media Updates/ Analytics | **See Attachment**
  - Google Analytics | **See Attachment**
  - Booking Link | **See Attachment**
  
- **EXECUTIVE DIRECTOR REPORT** ✓ Discussion ✓ Action Items
  - Staff Cyber Security Training
  - Staff Sexual Harassment Training
  - Annual Financial Audit Update
    - Can't upload financials for audit until approved by this BOD – 3 outstanding months
  - Board Recruitment
  - Budget Augmentation
  - Quarter 4 FY 2020-2021 Report | Approve | **See Attachment**
  - Quarter 1 FY 2021-2022 Report | Approve | **See Attachment**
  - CA 2020 Economic Impact of Travel Report | For Your Review | **See Attachment**
  
- **FUTURE AGENDA ITEMS** ✓ Discussion
  
- **NEXT MEETING**  
TENTATIVE: Thursday, November 11, 2021 at 2:00 PM
  
- **ADJOURN:**