



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

DATE: Thursday, October 15, 2020 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/85842642438?pwd=TkNJbUYyVzRjaWNHSytHdFY1Vjl3QT09>

\*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
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
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
<del>Vacant Seat</del>	<del><input type="checkbox"/> Present <input type="checkbox"/> Absent</del>	<del>Small Lodging Operator</del>
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Inland

STAFF MEMBER	ATTENDANCE	TITLE
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 Coordinator
<del>Kathy Janes (KJ)</del>	<del><input type="checkbox"/> Present <input type="checkbox"/> Absent</del>	<del>Administrative Services Assistant</del>

INTRODUCTION OF GUESTS:

3. CHAIR’S COMMENT

4. 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.

5. 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 9/09/2020 Meeting | **See Attachment**

6. FINANCE COMMITTEE UPDATE  Discussion  Action Items

(NEXT MEETING: 11/3/2020 at 12:00 PM)

- Committee Chair Report:
- Community Partner Marketing Funding FY 2019/2020 payments: uphold not funding or change decision to fund | Approve Committees Recommendation | **See Attachments**  
*Presentation and Attachments by Willits Chamber of Commerce*
- Financial Statements
  - August 2020 | Approve | **See Attachment**

## 7. FESTIVAL/MARKETING COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: 11/3/2020 at 10:00 AM)

- Committee Chair(s) Report:
  - Festival:
  - Marketing:
  
- Staff Report:
  - PR Update
  - Crab Feast/Winter Campaign Update
  - Leave Nothing Behind but Footprints – **See Attachment**
  - Fall Campaign – **See Attachment**
  - Website booking link – **See Attachment**
  - Social Media Stats & Google Analytics

## 8. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE ✓ Discussion ✓ Action Items

(NEXT MEETING: TBD)

- Available seats on MCTC BoD and candidates
  - Canvas of votes will take place on Monday, October 26, 2020
- Available seats on BID and candidates
  - Cindi Wagner, Lord's Land
- Update on recommendation by BID to form Ad-hoc to discuss revenue enhancement for tourism promotion
- Update on discussion: including "General Manager" in the BID ordinance language

## 9. EXECUTIVE DIRECTOR REPORT ✓ Discussion ✓ Action Items

- Q2 2019/2020 Report – **See Attachment | APPROVE**
- Q3 2019/2020 Report – **See Attachment | APPROVE**
- Q4 2019/2020 Report – **See Attachment | APPROVE**
- Update on Annual Report
- Englightn/Cannabis Update
- Corragio Group/Strategic Plan Update **See Attachment | APPROVE**
- NCTC 2019/2020 Report – **See Attachment**

## 10. FUTURE AGENDA ITEMS ✓ Discussion

### 11. NEXT MEETING

TENTATIVE: Thursday, November 12, 2020 at 2:00 PM

### 12. ADJOURN