



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

DATE: Thursday, November 12, 2020 TIME: 2:00 PM

PLACE: ZOOM <https://us02web.zoom.us/j/86557473377?pwd=TGhoY242bXhPTm5vdm9FSFpRVjVEUT09>

\*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
Elaine Wing-Hillesland	<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	<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. Welcome New Board Member:

- Elaine Wing-Hillesland, Raku House – Mendocino, CA

6. 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 10/15/2020 Meeting | **See Attachment**

7. FINANCE COMMITTEE UPDATE  Discussion  Action Items

(NEXT MEETING: 12/1/2020 at 12:00 PM)

- Committee Chair Report:
- Financial Statements
  - September 2020 | Approve | **See Attachment**

- Recommendation from Finance Committee: Corragio Group/Strategic Plan Update| BoD to approve increase of 2020/2021 overall spending by 3.15% or \$25,461.80 (unbudgeted) in account 7080 to be used to engage with Corragio Group to update the MCTC/VMC strategic plan| **See Attachment(s) | APPROVE**

## 8. FESTIVAL/MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 12/1/2020 at 10:00 AM)

- Committee Chair(s) Report:
  - Festival:
  - Marketing:
- Staff Report:
  - PR Update– **See Attachment**
  - Crab Feast/Winter Campaign Update
  - Room to Roam Logos– **See Attachment**
  - Fall Campaign Analytics – **See Attachment**
  - Website booking link – **See Attachment**
  - Social Media Stats & Google Analytics – **See Attachment**
  - North of Ordinary Video Shot(s)

## 9. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: TBD)

- MCTC BoD election results:
  - Elaine Wing-Hillesland, Small Lodging Operator
  - Scott Connolly, Medium Lodging Operator
  - Raakesh Patel, Large Lodging Operator, Inland
- BID Candidates (awaiting county appointment)
  - Cindi Wagner
- January Board Retreat Update

## 10. EXECUTIVE DIRECTOR REPORT Discussion Action Items

- MOVE 2030
- Quarterly Report (July – September 2020) – **See Attachment**
- Update on Annual Report
- Cannabis Update
- Hotel Partner Contact Information Project
- Committee Recruitment

## 11. FUTURE AGENDA ITEMS Discussion

## 12. NEXT MEETING

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

## 13. ADJOURN