



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES

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 2:12 PM

2. ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Vice Chair At Large
Bernadette Byrne (BB)	X Present <input type="checkbox"/> Absent	Secretary Winery/Winegrower
Scott Connolly (SC)	<input type="checkbox"/> Present X Absent	Treasurer Medium Lodging Operator; Coastal
Jamie Peters Connolly (JC)	X Present <input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	X Present <input type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present X Absent	Large, At-Large Lodging Operator; Inland
Jan Rodriguez (JR)	<input type="checkbox"/> Present X Absent	Large Lodging Operator; Inland
Elaine Wing-Hillesland 2:17PM	X Present <input type="checkbox"/> Absent	Small Lodging Operator
Brett Schlesinger (BS)	X Present <input type="checkbox"/> Absent	Food & Beverage
Kasie Gray	X Present <input type="checkbox"/> Absent	Regional Promotional; Inland

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	X Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Marketing and Sales Coordinator
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Assistant

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:

- o 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**
 - o SD – 1st 2nd BB – Roll Call Vote, Motion Carries

7. FINANCE COMMITTEE UPDATE Discussion Action Items

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

- Committee Chair Report:
- Financial Statements
 - o September 2020 | Approve | **See Attachment**
 - o JC – 1st 2nd BB – Roll Call Vote, Motion Carries

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- 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**
 - BB – 1st 2nd JC – *Roll Call Vote, Motion Carries*

8. FESTIVAL/MARKETING COMMITTEE UPDATE Discussion

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

- Committee Chair(s) Report:
 - Festival:
 - Our View of Fall has been working very well
 - To continue in that model, we will use room to roam to celebrate all the things to do in Mendocino County safely and outdoors
 - Marketing:
- Staff Report:
 - PR Update– **See Attachment**
 - USA Today picked up on our pitch and received 26 publications
 - Crab Feast/Winter Campaign Update
 - Room to Roam Logos– **See Attachment**
 - Will use the logo in some of VMC’s future marketing
 - Fall Campaign Analytics – **See Attachment**
 - Website booking link – **See Attachment**
 - Social Media Stats & Google Analytics – **See Attachment**
 - North of Ordinary Video Shot(s)
 - Inland shoot complete, Coastal shoot scheduled (Weather pending)

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**
 - Will be up for approval at next meeting
- Update on Annual Report
 - In process
- Cannabis Update
 - Aiming to have it ready by January
- Hotel Partner Contact Information Project
 - Project has been completed. Need to follow up with 15 out of the 800+ contacts
- Committee Recruitment
 - Sharon Haag – Nelson Family Vineyards Festival Committee
 - Margarret Padroni – Festival Committee
 - Laura Cover – Wildflower Boutique Motel Marketing Committee

11. FUTURE AGENDA ITEMS Discussion

12. NEXT MEETING

TENTATIVE: Thursday, December 10, 2020 at 2:00 PM

13. ADJOURN *Motion by SD 3:19 PM*