



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

DATE: Thursday, December 10, 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)	<input type="checkbox"/> Present X Absent	Secretary Winery/Winegrower
Scott Connolly (SC) 2:23PM	X Present <input type="checkbox"/> 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 2:51PM	<input type="checkbox"/> Present X 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 X 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. 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 11/12/2020 Meeting | **See Attachment**
- 1st SD 2nd SC Roll Call Vote, Motion Carries

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 1/5/2020 at 12:00 PM)

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

7. FESTIVAL/MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 1/5/2020 at 10:00 AM)

- Committee Chair(s) Report:
 - Festival:
 - Marketing:
 - Will look at how much was saved by doing the marketing in house
- Staff Report:
 - PR Update– **See Attachment(s)**
 - Key Placements: Hot Book/Mexico, Forbes, Covateur, VIA Magazine
 - Cannabis Update
 - Ready to begin imputing businesses on the back end of the website
 - Waiting for assets to be received
 - Winter Campaign Update
 - On hold until it is appropriate to launch
 - Campaign Analytics – **See Attachment**
 - Social Media Stats & Google Analytics – **See Attachment**

8. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: TBD)

- January Board Retreat Update
 - Will be virtual and run up to about 12pm or 1pm.

9. EXECUTIVE DIRECTOR REPORT Discussion Action Items

- MOVE 2030 – Meeting
 - TS will attend
- Quarterly Report (July – September 2020) | Approve | **See Attachment**
 - 1st SD 2nd KG *Roll Call Vote, Motion Carries*
- Update on Annual Report
 - 1st draft completed and being edited
- Cannabis Update
- Coraggio Group/Strategic Plan Update
 - JC- Reviewed what they had created and had a proposed timeline that was very flexible
 - TS- Meetings will take place following the January BOD meeting
- Stakeholder Communication: 15% closure of tourism | **See Attachment**

10. FUTURE AGENDA ITEMS Discussion

11. NEXT MEETING

TENTATIVE: Thursday, January 14, 2020 at 9:30 AM

PLAN ON THE MAJORITY OF THE DAY FOR “Annual Retreat”.

12. ADJOURN 3:03 PM by SD