



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Thursday, January 17, 2019 / TIME: 8:30 AM to 9:45 AM

PLACE: 1000 Hensley Creek Rd, Ukiah CA 95482 / ROOM: 4210, Library Building

*CALL-IN LOCATIONS: None

*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.

I. CALL TO ORDER

8:40 AM

II. ROLL CALL

A. BOARD MEMBER	ATTENDANCE STATUS		TITLE
John Kuhry (JK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	At Large Member (NOTE: JK to Chair the Meeting)
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Large Lodging Operator
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Winery/Winegrower
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Inland Large Lodging Operator
Martha Barra (MB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium Lodging Operator
B. STAFF MEMBER	ATTENDANCE STATUS		TITLE
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Partner Relations Manager
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant

C. INTRODUCTION OF GUESTS

Jo Bradley (JB), Former Board Member/Secretary 2018

III. 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.

JK – Reminder we follow Roberts Rules of Order, comments are to be 3 minutes or less.

IV. Welcome New Board Members

- Martha Barra, Marefino Coastal Rental
- Maegen Loring, Noyo Harbor Inn
- Jay Epstein, Greater Ukiah Chamber of Commerce
- Scott Connolly, The Andiron Inn & Cottages

V. Elect Slate of Executive Officers for 2019 Discussion Possible Action

JK – Please speak up if you'd like to volunteer for a position?

SD moved to accept the slate as listed, JI 2nd the motion, all present in favor, 1 Absent (JR), motion passed

- John Kuhry, Chair of the Board

- Cally Dym, Vice Chair of the Board
- Jennifer Seward, Treasurer of the Board
- Bernadette Byrne, Secretary

VI. Committee Membership

- a. Elect Slate of Committee Chairs for 2019 **Discussion Possible Action**
SD moved to accept the slate as listed, JI 2nd the motion, all present in favor, 1 Absent (JR), motion passed
- Personnel Committee Chair, John Kuhry
 - Organizational Development Chair, Cally Dym
 - Finance Committee Chair, Jennifer Seward
 - Marketing Committee Chair, Cally Dym
 - Festival Committee Chair, Bernadette Byrne
 - Visitor Services Chair, Cally Dym
 - Ad Hoc Bylaws Committee Chair, John Kuhry
- b. Approve Committee Members as listed: **Discussion Possible Action**
BB moved to accept the slate as listed, CD 2nd the motion, all present in favor, 1 Absent (JR), motion passed

Personnel Committee

John Kuhry
 Jennifer Seward
 Jay Epstein
 Staff: Travis Scott

Marketing Committee

Cally Dym
 Bernadette Byrne
 Susie Plocher
 John Dixon
 Alyssum Weir
 Jennifer Seward
 Maegen Loring
 Scott Connolly
 Staff: Travis Scott &
 Alison de Grassi

Festival Committee

Bernadette Byrne
 Martha Barra
 Tom Liden
 Tom Yates
 Greg Lamer
 Maria Martinson
 Staff: Travis Scott &
 Katrina Kessen

Organizational Development Committee

Cally Dym
 Sharon Davis
 Jennifer Seward
 Staff: Travis Scott

Finance Committee

Jennifer Seward
 Jitu Ishwar
 John Kuhry
 Staff: Travis Scott

Ad Hoc Bylaws Committee

John Kuhry
 Jitu Ishwar
 Jennifer Seward
 Bernadette Byrne
 Staff: Travis Scott

Visitor Services Committee

Cally Dym
 Sharon Davis
 Jon Glidewell
 Rakesh Taneja
 Scott Connolly
 Staff: Katrina Kessen &
 Richard Strom

VII. Board & Committee Meeting Schedules **Discussion Possible Action**

- a. Approval of Proposed Board & Committee 2019 Schedules
JI moved to accept the slate as listed, SD 2nd the motion, all present in favor, 1 Absent (JR), motion passed
- Board of Directors: 2nd Tues/Month - 1:00 PM
 - Finance Committee: Last Wed/Month - 11:00 AM
 - Festival Committee: 1st Wed/Month - 10:00 AM
 - Marketing Committee: 1st Wed/Month - 11:00 AM
 - Visitor Services: Quarterly (RS - 1st Meeting 2/7/19)
 - Personnel Committee: As Needed
 - Ad Hoc Bylaws Committee: As Needed
 - Organizational Development: As Needed
- BB & CD NOTE: potential to combine Festival and Marketing Committees in the future**

VIII. CONSENT AGENDA ITEMS **Possible Action**

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.

- a. REVIEW/APPROVE, Minutes 12/14/2018 Meeting
 b. REVIEW/APPROVE, November 2018 Financials

CD moved to approve both items, JI 2nd the motion, all present in favor, 1 Absent (JR), motion passed

IX. EXECUTIVE DIRECTOR REPORT **Discussion Possible Action**

- a. REVIEW/APPROVE, Quarterly Report Oct/Dec 2019 (Quarter 2)

CD moved to approve with the changes listed below, BB 2nd the motion, all present in favor, 1 Absent (JR), motion passed

2018/2019 Quarter 2 Report, Page 8 – The brand study will not be complete in January. It will run through the remainder of the campaign; therefore, another study will not need to be commissioned. The brand study will start to see more stabilized results in January where we'll be able to draw more insights.

b. REVIEW/APPROVE, Strat Plan Updates

- 1) Add: FOCUS Objectives · Bid assessment growth at 5% over average of top 3 “rural, Northern California,” competitors

CD –When originally written, it was with the understanding that it our top 3 competitors would be considered to be larger counties such as Napa and Sonoma.

Board discuss multiple options for comparative counties; Napa, Sonoma, Yolo, Shasta, Monterey, Humboldt, etc and how they compare and differ to Mendocino.

JK – suggests better defining which top 3 competitors to use in the future.

No changes at this time

- 2) Remove: ACTION Initiatives · Explore our options to influence and shape potential cannabis tourism.

JS moved to remove the word “cannabis” from the action strategic plan while retaining the rest of the Initiative, JI 2nd the motion, all present in favor, 1 Absent (JR), motion passed

c. Bylaw changes

Item Presented by Jo Bradley

JI moved to approve the changes as presented, BB 2nd the motion, all present in favor, 1 Absent (JR), motion passed

d. Review 105 add wall bids/quotes

Item tabled

X. MARKETING COMMITTEE UPDATE Discussion Possible Action

a. BID Compliance Protocol: Hotel Promotion Policy

Item Presented by Jo Bradley

SD moved to approve the Hotel Promotion Policy, with the removal of items A. 1., A. 2. and last line, JI 2nd the motion, all present in favor, 1 Absent (JR), motion passed

JB - Who is up to date on payments will be provided quarterly by Sherry Shapmire. TS –Secretary to contact Sherry to request payment updates if needed between quarters. JS – Counties responsibly to contact hotel to make sure payments are made timely, not the staff.

XI. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion Possible Action

a. BID Update

- Business Improvement District Advisory Board meeting on Thursday, January 24, 2019 at 1:00 PM, at the Planning and Building Services Building on, 120 W Fir St. in Fort Bragg CA 95437 with teleconferencing at 860 N Bush St, Ukiah CA 95482

XII. FINANCE COMMITTEE UPDATE Discussion Possible Action

a. Treasurer Report

JS – everything is in order, great success

- b. Approval to update CFCU signature cards, removing Jo Bradley & Sharon Davis adding Bernadette Byrne and Cally Dym.

JI moved to approve the changes as listed, SD 2nd the motion, all present in favor, 1 Absent (JR), motion passed

XIII. PERSONNEL COMMITTEE UPDATE

- a. Nothing at this time

XIV. FESTIVAL COMMITTEE UPDATE

- a. Nothing at this time

XV. VISITOR SERVICES COMMITTEE UPDATE

- a. Nothing at this time

XVI. FUTURE AGENDA ITEMS Discussion Possible Action

- a. Feb. 2019 BOD meeting S.S. Resolution
- b. Partnership Funding Updates from Visit Organizations
- c. Power point presentation about Cancer Resource Centers of Mendocino
- d. Review 105 add wall bids/quotes

XVII. NEXT MEETING Discussion Possible Action

Tentative: Tuesday, February 12, 2019 at 1:00 PM
105 West Clay Street, Ukiah CA 95482

XVIII. ADJOURN

CD moved to adjourn, meeting adjourned at 9:55 AM