

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Wednesday, November 9, 2016 **TIME:** 1:00 PM

PLACE: (Ukiah) Mendocino County Tourism Commission, 390 W. Standley Street, Ukiah, CA 95482

CALL-IN LOCATIONS: Mendocino County Tourism Commission, 345 N. Franklin St., Fort Bragg, CA 95437; 62-2308 Kanehoa Street, Kamuela HI 96743

Call In Number: 1-800-567-5900 **Access Code:** 694806

**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**
- II. ROLL CALL**
- III. CHAIR'S COMMENTS**
- IV. 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
- V. APPROVE MINUTES FROM October 12, 2016 MEETING**
- VI. UPDATE ON STATUS OF REVIEW FROM COUNTY REGARDING CONFLICT OF INTEREST POLICY**
 - a. ACTION ITEM: Approve the Conflict of Interest Policy
- VII. BOARD UPDATES**
 - a. Mendocino County Progress on Filling Board Seats
 - b. Informed Process on Filling Board Positions
- VIII. FINANCE COMMITTEE UPDATE**
 - a. Treasurer's Report regarding November 2, 2016 Finance Committee Meeting
 - b. ACTION ITEM: Approve September Financials
 - c. ACTION ITEM: Accept the 2014-15 Audit Report Response to Recommendations
 - d. ACTION ITEM: Accept the Mid-Year Budget Review Recommendation
- IX. MARKETING COMMITTEE UPDATE**
 - a. ACTION ITEM: Approve moving forward with Marketing & Communications Summit
 - b. ACTION ITEM: Approve the Hire of Marketing Agency and RFP, January 2017
- X. FORT BRAGG TOURISM RESEARCH STUDY PROPOSAL BY SMG CONSULTING**
 - a. ACTION ITEM: MCTC Partnership with the City of Fort Bragg on Tourism Research Study
- XI. PERSONNEL COMMITTEE REPORT**
- XII. PERSONNEL & CONTRACTOR UPDATES**
 - a. DCI Contract Update
 - b. Campolmi Media Services (3 months)
 - c. New MCTC Employee Hires
 - i. Kathy Chacon, Office Coordinator
 - ii. Vanlee Waters, Tourism Marketing Assistant

- d. New Contracted Social Media Coordinator for MCTC & Visit Ukiah
 - i. Tony Barthel

XIII. MCTC VISITOR CENTER HOURS OF OPERATION

- a. ACTION ITEM: Discuss & Approve Days & Hours of Operation of MCTC Visitor Center

XIV. FESTIVAL COMMITTEE UPDATE

- a. None at this time

XV. VISITOR SERVICES COMMITTEE UPDATE

- a. None at this time

XVI. FUTURE MEETINGS

Discuss Dates for future MCTC Board Meetings

XVII. FUTURE AGENDA ITEMS

- a. ADVENTURE PASS DISCUSSION
- b. RESERVATION SYSTEMS FOR VISITMENDOCINO.COM
- c. STAFF POSITION DESCRIPTIONS

NEXT MEETING

ADJOURN