

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Tuesday, December 13, 2016 **TIME:** 1:00 PM

PLACE: Mendocino County Tourism Commission, 345 N. Franklin St., Fort Bragg, CA

CALL-IN LOCATIONS: 3766 Feliz Creek Road, Hopland, CA 95449, ; 62-2308 Kanehoa Street, Kamuela HI 96743 and The Travelodge, 1720 N. State Street, Ukiah, CA 85482

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 AND NOVEMBER 9, 2016 MEETINGS

VI. 2014-15 AUDIT RECOMMENDATIONS REPORT

- a. ACTION ITEM: Discuss and Approve Audit Recommendations

VII. STRATEGIC PLAN UPDATE

VIII. QUARTERLY REPORT

IX. CANNABIS ACTION PLAN

- a. ACTION ITEM: Review, Discuss and Approve Proposed Action Plan

X. BOARD UPDATES

- a. Mendocino County Progress on Filling MCTC Board Seats
- b. BID Advisory Board Update
- c. ACTION ITEM: Joint MCTC Board & BID Advisory Board Meeting (including Brown Act Training)

XI. FINANCE COMMITTEE UPDATE

- a. ACTION ITEM: Approve October Financials
- b. ACTION ITEM: Review and Approve Capitalization Policy

XII. MARKETING COMMITTEE UPDATE

- a. ACTION ITEM: Recommended Marketing Agency Finalists
- b. ACTION ITEM: Review and Approve Family Travel with Coleen Kelly Proposal
- c. Marketing, Sales and Communication Summit Update

XIII. PERSONNEL COMMITTEE REPORT

- a. Closed Session Report
- b. Update on Richard Strom

XIV. FESTIVAL COMMITTEE UPDATE

- a. None at this time

XV. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Update
- b. Santa Rosa Sales Mission for 2017
- c. ACTION ITEM: Mendocino County Employee Incentive Program Plan 2017-18

XVI. BUDGET REQUEST TO BOARD

- a. ACTION ITEM: Approval for holiday gifts for VMC Team and Staff

XVII. Ukiah on Ice Update

XVIII. FUTURE AGENDA ITEMS

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

NEXT MEETING

ADJOURN