

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 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

DRAFT