

# **MENDOCINO COUNTY TOURISM COMMISSION, INC.**

## **BOARD OF DIRECTORS AGENDA**



**DATE:** Wednesday, February 15, 2017 **TIME:** 1:00 PM

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

**CALL-IN LOCATIONS:** 390 West Standley Street, Ukiah, CA; 101 Gregory Ln, Willits, CA 95490;  
62-2308 Kanehoa St, Kamuela, HI

**GoToMeeting Link:** <https://global.gotomeeting.com/join/611275573>

**Call In Number:** +1 (646) 749-3131 **Access Code:** 611-275-573

*\*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 DECEMBER 2016 MEETING**

### **VI. CONSENT AGENDA 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.

- a. Approve tax attorney quote to review previous audit reports
- b. Approve proposed 2017-18 working budget
- c. Approve working budget for Marketing & PR
- d. Approve November & December Financials
- e. Approve Records Retention Policy
- f. Approve the \$2500 Via Magazine Emarketing Opportunity
- g. Interim & Executive Director Search Process
- h. Approve Executive Director Departure Plan
- i. Approve the Redirection of Welcome Sign Funds for Highway 101 Billboard
- j. Approve Recommended Almost Fringe Festival Logo
- k. Personnel Committee Closed Session Report

### **VII. BOARD UPDATES**

- a. Welcome to New Board Members
- b. Election of Officers-Chair, Vice Chair, Secretary & Treasurer
- c. Committee Designations – [see link for standing committees](#)
- d. Board Retreat/Training

### **VIII. BID ADVISORY BOARD UPDATE**

- a. Report Timeline
- b. ACTION ITEM: Budget consideration for the Mendocino County Arts Council Funding for \$14,400

- c. ACTION ITEM: Reserve/Contingency Fund Policy

**IX. STRATEGIC PLAN UPDATE**

- a. List of Participants in Process
- b. ACTION ITEM: March 6 Joint MCTC & BID Advisory Meeting
- c. Other Upcoming Opportunities

**X. FINANCE COMMITTEE UPDATE**

- a. Finance Committee Chair Report
- b. Final Transfer of MCPA Funds
- c. ACTION ITEM: Review & approve recommended budget modifications

**XI. MARKETING COMMITTEE UPDATE**

- a. Marketing Committee Chair Report
- b. ACTION ITEM: Marketing Agency Finalists & Final Decision
- c. Marketing Report

**XII. PERSONNEL COMMITTEE REPORT**

- a. Personnel Committee Chair Report

**XIII. FESTIVAL COMMITTEE UPDATE**

- a. Festival Committee Chair Report

**XIV. VISITOR SERVICES COMMITTEE UPDATE**

- a. Visitor Services Chair Report

**XV. EXECUTIVE DIRECTOR REPORT**

- a. Team Report

**XVI. FUTURE AGENDA ITEMS**

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

**NEXT MEETING**

**ADJOURN**