

# MENDOCINO COUNTY TOURISM COMMISSION, INC.

## BOARD OF DIRECTORS MINUTES

**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



- I. **CALL TO ORDER – The Chair called the meeting to order**
- II. **ROLL CALL –** Cynthia Ariotosa, Bernadette Byrne, Jan Rodriguez (call in from Ukiah Location) Deb Kettner (From Hawaii) Jo Bradley, Cally Dym, Marcus Magdaleno and John Kuhry (Fort Bragg Location) Jennifer Seward (Willits Location)  
Public Guests: Susie Plocher and Pauline Zamboni, from BID Advisory  
Staff: Executive Director Haugen, Kathy CodyChacon
- III. **CHAIR'S COMMENTS –** All one year terms are done and 2 year terms are coming up. Chair would like to remind everyone to keep all comments to 3 minutes and under and stay on topic. Most items have been moved to Consent, assuming all has done their research and the Consent Agenda will simply be a motion and vote. Chair read a letter from Guy Pancurar, of the BID Advisory Board, regarding the walk out of Hispanic workers nationwide wanting their voices heard of their value and contribution. Chair would like staff to draft a letter of support.
- 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.  
Member Bradley wanted to ensure that everyone understood what the Consent Agenda is and how it is to be executed. Chair Kuhry reiterated the process and procedures. Member Magdaleno suggested prior to voting on Consent Agenda Items, new members should be introduced and welcomed. Chair introduced new members Cynthia Ariotosa, Food & Beverage and Cally Dym, Coastal Large Lodging Operator Member.
- V. **APPROVE MINUTES FROM DECEMBER 2016 MEETING –** Chair Kuhry asked for a motion to approve December meeting minutes. Member Magdaleno Motioned, Member Rodriguez seconds. **Motion approved 9-0.**
- 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.  
Chair Kuhry asked if there were any items that needed to be moved to the agenda for discussion. No items were moved. Chair asked for a motion to approve items. Member Magdaleno motions to approve all items. Member Dym seconds. **Motion approved 8-1.**
  - 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 E-marketing 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 – Chair welcomes all members and publicly appreciates everyone’s involvement and service.
- b. Election of Officers-Chair, Vice Chair, Secretary & Treasurer – Seats available are Chair, Vice Chair, Secretary & Treasurer. Service/Job descriptions are available if anyone has any questions. Member Magdaleno motions for a slate and nominated John Kuhry as Chair; Sharon Davis as Vice Chair; Jo Bradley as Secretary and Marcus Magdaleno as Treasurer. This slate is suggested for continuity for the new Executive Director or for an interim Director. Member Dym seconds. **Motion approved 9-0.**
- c. Committee Designations – see link for standing committees
  - Festival Committee**, Members are: Bernadette Byrne, Chair, Cally Dym, Cynthia Ariosta, Alison de Grassi, Tom Yates, John Cesano, Luz Harvey, MCTC Executive Director
  - Personnel Committee**, Members are: John Kuhry, Chair, Jennifer Seward, Jo Bradley, MCTC Executive Director
  - Organizational Development Committee**, Members are: Sharon Davis, Chair, Deborah Kettner, Jennifer Seward, MCTC Executive Director
  - Finance Committee**, Members are: Marcus Magdaleno, Chair, Jitu Ishwar, John Kuhry, Kathy Chacon, MCTC Executive Director
  - Marketing Committee**, Members are: Bernadette Byrne, Chair, Cally Dym, Cynthia Ariosta, Alison de Grassi, Tom Yates, John Cesano, Luz Harvey, MCTC Executive Director
  - Visitor Services Committee**, Members are: Sharon Davis, Chair, Marcus Magdaleno, Jon Glidewell, Mike Bradbrook, Cally Dym, Richard Strom, MCTC Executive Director
  - Ad Hoc Bylaws Committee**, Members are: John Kuhry, Chair, Jitu Ishwar, Pauline ZamboniThere was discussion about forming an Ad Hoc Cannabis Committee, possible members are Member Kuhry, Member Dym, Pauline Zamboni and Tom Rodriguez.
- d. Board Retreat/Training – There was discussion about a joint training for the Brown Act with the BID Advisory Board and dates were also spoken about. John McGowan from the Board of Supervisors has joined the meeting, and suggested the Organizational Development Committee to determine dates and agenda items and have this information ready for review at the March BOD meeting. Member Magdaleno makes that motion and Member Bradley seconds. **Motion approved 9-0.** Member Magdaleno asks to have staff keep him informed when the Organizational Development Committee will be assembling.

## VIII. BID ADVISORY BOARD UPDATE

- a. Report Timeline - Pauline Zamboni (sitting in for Wendy) from the BID Advisory Board gave an update on the Boards happenings and provided a hand out summarizing the details. Working budget is in place and has been approved. There was much discussion over the BID Annual Report and when that will become available.
- b. ACTION ITEM: Budget consideration for the Mendocino County Arts Council Funding for \$14,400 – There was discussion about the continued support of the Arts Council and whether it is a requirement of MCTC’s contract. The Arts Council is funded by both the County and MCTC. Discussion continued in reference to measured deliverables and values to be in place that fits with the direction of MCTC to be a part of this continued funding. Changes will need to go through specific channels. Member Kuhry stated that funding the Arts within Mendocino County is important as the Arts are part of our tourism attractions. Member Kuhry motions to approve continue funding of Arts Council. Member Bradley seconds. **Motion approved 9-0.**

- c. ACTION ITEM: Reserve/Contingency Fund Policy – BID Advisory placed this in as a recommendation to have either \$100,00.00 or 10% in reserve, whichever is greater. Member Bradley motions to adopt the contingency fund policy from the BID Advisory. Member Dym seconds. Discussion was centered on the amount of the contingency fund and the policy already in place with MCTC of \$130,000.00. Member Ariosta left the meeting at 2:20pm. **Motion approved 8-0.**

#### **IX. STRATEGIC PLAN UPDATE**

- a. List of Participants in Process - Executive Director gave an update of the strategic plan workshops and the work that has been done to date. These workshops have been attended from various groups and businesses throughout the County and has been a great success
- b. ACTION ITEM: March 6 Joint MCTC & BID Advisory Meeting - The Coraggio Group would like to meet the MCTC Board and the Bid Advisory Board for a joint 3 hour working session on March 6<sup>th</sup> to work on objectives. Member Magdaleno Motions to approve this joint session. Member Bradley seconds. Member Ariosta rejoined the meeting. **Motion approved 9-0.**
- c. Other Upcoming Opportunities – The Coraggio Group would also like to have a wrap up session on March 7<sup>th</sup> to polish up the strategic plan.

#### **X. FINANCE COMMITTEE UPDATE**

- a. Finance Committee Chair Report – Member Magdaleno gave a finance committee update.
- b. Final Transfer of MCPA Funds – All funds now have been transferred from MCPA/MCLA to MCTC. MCTC has received the final payment of \$9,000.00.
- c. ACTION ITEM: Review & approve recommended budget modifications – There were two modifications of the budget recommended; MCPA funds funneling to public relations of \$9,000.00 and to transfer approximately \$18,750.00 from salaries to contractors' salary to compensate for R. Strom moving from staff to independent contractor. Member Dym motions to approve these recommendations. Member Bradley seconds. **Motion approved 9-0.**

#### **XI. MARKETING COMMITTEE UPDATE**

- a. Marketing Committee Chair Report – Marketing Chair, Member Dym gave an update of the Marketing Committee. There was a \$450,000.00 proposed marketing budget. Marketing committee is requesting to be able to make the choice between the two agencies (Mortar and SF Theory) and their proposals for Visit Mendocino County.
- b. ACTION ITEM: Marketing Agency Finalists & Final Decision - Member Magdaleno motions to have the marketing committee to make this decision and to have the Executive Director sign a contract with the chosen agency for the remainder of this fiscal year. Member Seward seconds. **Motion approved 9-0.** Member Seward left meeting at 2:55 pm.
- c. Marketing Report – Executive Director Haugen gave a synopsis of the new marketing report and the breakdown of CTR, the click through rate and the CPC, cost per clicks.

#### **XII. PERSONNEL COMMITTEE REPORT**

- a. Personnel Committee Chair Report – There was dialogue about payroll services and the AP/AR processes. There was discussion about appointing a point person in the event the ED position has not been filed. Searchwide has begun sorting through applicants and has 7 for recommendation. These applicants will attend the next Board of Directors meeting on March 14<sup>th</sup> in Ukiah.

#### **XIII. FESTIVAL COMMITTEE UPDATE**

- a. Festival Committee Chair Report – Member Byrne gave a Festival committee update. The Almost Fringe Festival is moving forward and has chosen a logo and distribution will begin shortly. This event has multiple events planned through various regions of the county. The Committee is considering changes

in the format of the Mushroom Festival and is looking to create a forage to table event.

**XIV. VISITOR SERVICES COMMITTEE UPDATE**

- a. Visitor Services Chair Report – Member Magdaleno gave a summary of the visitor services committee meeting. The signage funds for hwy. 128 was addressed and those funds will be relocated for the signage of the Willits bypass to help redirect traffic. There was also discussion of possibly redesigning the green bags. Also, the budget will be finalized and the travel plans for R. Strom and shows will be on the next agenda.

**XV. EXECUTIVE DIRECTOR REPORT**

- a. Team Report – The Executive Director gave a review of this new document that was created for reporting on various activities and performance measurements.

**XVI. FUTURE AGENDA ITEMS**

- a. ADVENTURE PASS DISCUSSION
- b. RESERVATION SYSTEMS FOR VISITMENDOCINO.COM
- c. STAFF POSITION DESCRIPTIONS
- d. Membership Renewals
- e. Development of a membership policy within the industry that will accentuate and complements what Visit Mendocino County does.
- f. Ukiah on Ice – MCTC is the only cash donator
- g. Cal None profits insurance

**NEXT MEETING** – March 14<sup>th</sup> in Ukiah – ED applicants in attendance

**ADJOURN** – Member Dym motioned to adjourn meeting at 3:37 pm. Member Bradley seconds.