

MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA



DATE: Tuesday, March 14, 2017 **TIME:** 2:00 PM

PLACE: 390 West Standley Street, Ukiah, CA

CALL-IN LOCATIONS: 345 N. Franklin St., Fort Bragg, CA

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

Call In Number: +1 (872) 240-3212 **Access Code:** 283 886 853

**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 FEBRUARY 2017 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 January Financials
- b. Updates to the 2017-18 Working MCTC Budget
- c. Approve Grant Program Report
- d. Personnel Committee Closed Session Report

VII. CLOSED SESSION REPORT

VIII. BOARD ANNOUNCEMENTS

IX. BID ADVISORY REPORT UPDATE

X. ADOPTION OF 3-YEAR STRATEGIC PLAN

XI. REVIEW AND ADOPT THE QUARTERLY REPORT

XII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

- a. Board Training

XIII. FINANCE COMMITTEE UPDATE

- a. Finance Committee Chair Report

XIV. MARKETING COMMITTEE UPDATE

- a. Marketing Committee Chair Report

- b. Contracts Update
- c. Marketing Report

XV. PERSONNEL COMMITTEE REPORT

- a. Personnel Committee Chair Report

XVI. FESTIVAL COMMITTEE UPDATE

- a. Festival Committee Chair Report

XVII. VISITOR SERVICES COMMITTEE UPDATE

- a. None

XVIII. EXECUTIVE DIRECTOR REPORT

- a. Team Report

XIX. FUTURE AGENDA ITEMS

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

NEXT MEETING

ADJOURN