

# MENDOCINO COUNTY TOURISM COMMISSION, INC.

## BOARD OF DIRECTORS MINUTES

**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



- I. **CALL TO ORDER** – Chair called meeting to order at 2:04 PM.
- II. **ROLL CALL** – Member Kuhry, Member Davis, Member Magdaleno, Member Bradley, Member Byrne, Member Kettner, Member Ishwar, Member Dym were present.  
Bid Advisory Members present are Member Roberts and Member Zamboni.  
VMC Staff present are Kathy Chacon and Alison deGrassi.
- 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. **No Comments.**
- V. **APPROVE MINUTES FROM FEBRUARY 2017 MEETING** – Member Magdaleno motions to approve February meeting minutes and Member Byrne seconds. Member Magdaleno requested a clarification for Item X Finance Meeting, b; which reads “Final Transfer of MCPA Funds – All funds now have been transferred from MCPA/MCLA to MCTC.” Correction made so line item now reads “All BID and match County funds have been transferred from MCPA/MCLA to MCTC.” **Motion approved 8-0.**
- 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.
  - a. Approve January Financials
  - b. Updates to the 2017-18 Working MCTC Budget
  - c. Approve Grant Program Report

There was discussion over the financials being included within the consent agenda items. Member Magdaleno clarified that any consent items can be pulled if there are issues or questions concerning that item. Member Dym suggested that consent items should be reviewed by all members prior to meetings. Member Dym motions to approve items A and C, Member Byrne seconds. **Motion approved 8-0.**

17/18 working budget was pulled from consent agenda items and a review of the 5% projected increase occurred. Some members felt the increase wasn't conservative enough. There was discussion over a 3% increase and how that is translated to zero growth. Member Dym motioned to not to approve the budget and kick it back to the finance committee to review the increase and the county relations due to the approved strategic plan. Member Ishwar seconds.
- VII. **CLOSED SESSION REPORT** – The Personnel committee met and spoke about the current Executive Directors compensation, specifically the moving expenses and bonus structure. The Board approved to pro rate the moving expenses and due to performance, the bonus given will offset to what is owed.

- VIII. BOARD ANNOUNCEMENTS – This item was passed due to the Executive Director being out due to illness.**
- IX. BID ADVISORY REPORT UPDATE –** BID Advisory Member Roberts gave an update on the BID Advisory Board. There was discussion over BID and Board nominations and executing that in a timelier manner so members are seated in a more appropriate timeframe. There was a request to have staff create a calendar of items coming up with each meeting packet to be disbursed to members and to have it also include specific responsibilities of all committees. Committees should be able to provide measurable progress of work that is required by each committee. There was discussion over the BID report and to whom that should be sent in the event the new Executive Director is not available once it is completed. A member of staff has been designated as a point person for the board and they will execute items on a as need basis for members of the Board.
- X. ADOPTION OF 3-YEAR STRATEGIC PLAN –** Chair Kuhry calls for a motion to accept the Strategic Plan. Member Byrne motions, Member Bradley seconds. Discussion centered on the implementation of the Strategic Plan and what that looks like moving forward. **Motion Approved 9-0.**
- XI. REVIEW AND ADOPT THE QUARTERLY REPORT –** Member Byrne motions to accept the quarterly report. Member Kettner seconds. Chair asked if this was reviewed by the Marketing Committee and it was not. Marketing Committee Chair, Member Dym stated it was reviewed by former Executive Director Haugen prior to his departure. There was much discussion in reference to the google analytics and the breakdown of that data. **Motion Approved 9-0.**
- XII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**
- a. Board Training – Member Dym motioned to task the Org Development Committee to create an agenda for the Board to approve. Member Byrne second. Discussion centered around the upcoming Board and BID Board Brown Act and Ethics Training and the conjoining of the boards for this training. Topics included, date and time frame as well as location. The Organizational Development Committee will be facilitating this training day.
- XIII. FINANCE COMMITTEE UPDATE**
- a. Finance Committee Chair Report – Member Magdaleno gave an update on the finance committee that met on March 6th. There was a review of all financials, credit card statements, reimbursements and the working budget. New signers for the bank accounts was completed for the new board. Contractor credit cards was a topic and it was decided that there is enough oversight in place and keep that process as is. Discussions centered around creating a membership policy and what that criteria will be. There was discussion in reference to bringing AP/AR in house and obtaining 3 or 4 quotes for outsourcing payroll.
- XIV. MARKETING COMMITTEE UPDATE**
- a. Marketing Committee Chair Report – Member Dym gave an update on the Marketing Committee that met with Theory SF on March 7<sup>th</sup>. Theory requested ideas for their familiarization tour in which the board may wish to discuss about solicitation to members for suggestions. Discussion also included a contractor for Theory to help facilitate the refresh on the VMC website in concert with Brandhound.
- b. Contracts Update – Further discussions centered around Koli Communications and their contract renewal being contingent upon the BID renewal.
- c. Marketing Report – The Committee is awaiting the installment of the new Executive Director before establishing a media work plan for the next fiscal year.

**XV. PERSONNEL COMMITTEE REPORT**

- a. Personnel Committee Chair Report – The Board hosted interviewees for the Executive Directors position and an offer has been extended to one of the applicants.

**XVI. FESTIVAL COMMITTEE UPDATE**

- a. Festival Committee Chair Report – Member Byrne gave a festival committee update. There was an announcement of Member Ariosta joining the committee. Discussed centered around the First Annual Almost Fringe Festival due to kick off in April and lasting the entire month. The committee also announced the approval of two Grant applicants, the first being the Rural Health Rocks Concert and one for Ben Wood who will be participating in the Almost Fringe Festival that will project photos upon the buildings in Mendocino.

**XVII. VISITOR SERVICES COMMITTEE UPDATE**

- a. No Update. Member Magdaleno stated for the record that Member Davis will no longer be Chair of this committee and Member Magdaleno is seated as current chair. Other members of this committee include Jon Glidewill, Mike Bradbrook, Cally Dym, Richard Strom and the MCTC Executive Director.

**XVIII. EXECUTIVE DIRECTOR REPORT**

- a. Team Report – None

**XIX. FUTURE AGENDA ITEMS**

- a. RESERVATION SYSTEMS FOR VISITMENDOCINO.COM

**NEXT MEETING – April 11<sup>th</sup> in Fort Bragg**

**ADJOURN – Meeting adjourned at 3:30pm**