

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Tuesday, April 11, 2017 **TIME:** 1:00 PM

PLACE: 345 N. Franklin St., Fort Bragg CA

CALL-IN LOCATIONS: 390 West Standley Street, Ukiah, CA; 1055 North State Street, Ukiah, CA; 62-2308 Kanehoa St, Kamuela, HI 96743; 101 Gregory Lane in Willits

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

Call In Number: +1 (224) 501-3412 **Access Code:** 612-008-829

**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 MARCH 2017 MEETING

VI. BOARD ANNOUNCEMENTS – Standing item for open discussion on topics/issues that arise in the interlude prior to meeting taking place and agenda being posted.

- a. ACTION ITEM: VMC Membership Policy

VII. 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 February Financials
- b. Approve 2017-18 Budget
- c. Approve Redwood Coast Chamber Agreement

VIII. WELCOME THE NEW EXECUTIVE DIRECTOR

**IX. MENDOCINO COUNTY LODGING BUSINESS IMPROVEMENT DISTRICT
2017-2018 ANNUAL REPORT DRAFT REVIEW**

Board provide feedback to the Executive Director on report by April 17, 2017

X. STRATEGIC PLAN

- a. Project Manager Discussion and Assignment.

XI. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

- a. Organizational Development Committee Chair Report
- b. Board Training Update
- c. MCTC Governance & Legal Documents Binder

XII. MARKETING COMMITTEE UPDATE

- a. Marketing Committee Chair Report
- b. Theory SF Strategy Phase I
- c. Marketing Report

XIII. FINANCE COMMITTEE UPDATE

- a. Finance Committee Chair Report

XIV. PERSONNEL COMMITTEE REPORT

- a. Personnel Committee Chair Report

XV. FESTIVAL COMMITTEE UPDATE

- a. Festival Committee Chair Report

XVI. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Chair Report

XVII. EXECUTIVE DIRECTOR REPORT

- a. Team Report

XVIII. FUTURE AGENDA ITEMS

- a. RESERVATION SYSTEMS FOR VISITMENDOCINO.COM
- b. MEETING CALENDAR W/ DUE DATES OF COMMITTEES DELIVERABLES

NEXT MEETING

ADJOURN