



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS Minutes

DATE: Tuesday, May 12, 2020 TIME: 1:00 PM

PLACE: <https://us02web.zoom.us/j/83938731403>

*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.

1. CALL TO ORDER 1:07 PM

2. ROLL CALL

BOARD MEMBER	ATTENDANCE	TITLE
Cally Dym (CD)	<input type="checkbox"/> Present	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	<input type="checkbox"/> Present	Vice Chair At Large
Bernadette Byrne (BB)	<input type="checkbox"/> Present	Secretary Winery/Winegrower
Scott Connolly (SC)	<input type="checkbox"/> Present	Treasurer Medium Lodging Operator; Coastal
Jamie Peters Connolly (JC)	<input type="checkbox"/> Present	Arts Organization/Attractions
Sharon Davis (SD)	<input type="checkbox"/> Present	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present	Large, At-Large Lodging Operator; Inland
Jan Rodriguez (JR)	<input type="checkbox"/> Absent	Large Lodging Operator; Inland
Martha Barra (MB)	<input type="checkbox"/> Present	Small Lodging Operator; Coastal
Brett Schlesinger (BS)	<input type="checkbox"/> Absent	Food & Beverage
Kasie Gray	<input type="checkbox"/> Absent	Regional Promotional; Inland

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	<input type="checkbox"/> Present	Executive Director
Emily Saengarun (ES)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Manager
Ramon Jimenez (RJ)	<input type="checkbox"/> Present	Marketing and Sales Coordinator
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Assistant

INTRODUCTION OF GUESTS

3. CHAIR’S COMMENTS

4. 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.

5. CONSENT AGENDA ITEMS Discussion Action 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.

- REVIEW/APPROVE Minutes 4/10/2020 Meeting | **See Attachment**
 - JS motioned to approve consent agenda, BB second – Roll call vote, approved

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 6/2/2020 at 11:30 AM)

- Committee Chair Report:
 - REVIEW/APPROVE March 2020 Financials | **See Attachment** Action Item
 - BB motioned to approve consent agenda, SD second – Roll call vote, approved
 - REVIEW/APPROVE Koli Communications Contract | **See Attachment** Action Item
 - BB motioned to approve consent agenda, SD second – Roll call vote, approved
 - Update on moving Checking and Savings to SBMC | Action Item
 - TS Reported SBMC signature cards are ready and waiting for BoD members to sign

7. ORGANIZATIONAL COMMITTEE UPDATE Discussion Action Item

- Kasie Gray appointment by BoS – group welcomed her in absence

8. MARKETING COMMITTEE UPDATE Discussion Action Item

- TheorySF
- PR Update
- VMC Clean & Safe Certification
- Video Updates

9. EXECUTIVE DIRECTOR REPORT Discussion

- NCTC Marketing/Finance Update
- VCA Update
- Final BID Report
- County Contract

10. FUTURE AGENDA ITEMS Discussion

- Reading Financial Statements Educational (WiPFLi)

11. NEXT MEETING

TENTATIVE: Tuesday, June 9, 2020 at 1:00 PM

12. ADJOURN 2:45PM motioned by SD