



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, October 9, 2018 TIME: 1:00 PM

PLACE: Harbor House, 5600 Shoreline Hwy, Elk CA

(605) 562-0400, access code 443-8581#

***CALL-IN LOCATIONS: Redwood Empire Fair Grounds, 1055 N State St, Ukiah, CA & 1016 Main Street, Saint Helena, CA & 360 W. Standley St, Ukiah, CA**

*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

1:05 PM

II. ROLL CALL

Board Member	Attendance Status		Title
John Kuhry (JK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair/At Large Member
Sharon Davis (SD)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Vice Chair/Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jennifer Seward (JS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Treasurer/Arts Organization/Attractions
Jo Bradley (JB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary/Coastal Medium Lodging Operator
Cynthia Ariosta (CA)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Food & Beverage
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Winery/Winegrower
Allison Findlay (AF)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director Willits Chamber (Resigned)
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Large Lodging Operator
Jitu Ishwar (JI)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Deborah Kettner (DK)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator (Resigned)
Staff Member			
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
Vanlee Waters (VW)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Tourism and Marketing Coordinator
Luz Harvey (LH)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Sales, Marketing and Event Coordinator
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Contractor/Accountant

Introduction of Guests

None

III. CHAIR'S COMMENTS

(Very nice location)

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.

JS – always have the Fort Bragg office and the Ukiah office listed as call in locations

V. CONSENT AGENDA ITEMS Possible Action

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. Minutes from the 9/11/2018 meeting
- b. MCTC Financials, 9/26/2018 meeting

CD moved for approval, JB 2nd, Roll call: 6 yes, 0 no, 3 absent, motion approved

VI. EXECUTIVE DIRECTOR REPORT Discussion Possible Action

- a. Fort Bragg Office Update

TS - The move out took place on Sunday 10.07.2018. Painting started Monday 10.08.2018, the cost of the painting will be split 3 ways. 1/3 Owner of the building, 1/3 Us, 1/3 West Company.

JK – The new office (at 105 Clay Street) looks great.

JB – recommended adding a commercial window to the side of the building. TS – Told the board of plans to add a glass storm door to allow natural light in.

- b. Annual Report

JK – Would like Richard to condense his part and with those minor edits recommends the approval of the Annual Report.

JB moved for approval, BB 2nd, Roll call: 6 yes, 0 no, 3 absent, motion approved

(Note: TS & JK will review edits)

- c. Strategic Plan update:

- i) Proposed new verbiage:

IMPERATIVE: Cultivate VMC's relationships & collaborations

OBJECTIVES

OBJECTIVE: YOY increase in number of events launched and reaching self sufficiency

Since creating the Strategic Plan, the Board has altered the mechanism by which it supports events. It has ceased granting funds to individual events and instead VMC actively supports the launch of new events by the County's "Visit" organizations, Chambers of Commerce, wine associations by the dissemination of monies to support new visitor-facing events as well as in-kind publicity, inclusion in press releases when appropriate, and volunteering at events. Twice annually, benefiting organizations will be required to report on how monies have been spent and VMC will then make a determination about the continuation of the funding.

Staff recommends that the Board rewrite this objective to reflect its new strategy for implementing this Imperative to year over year increase in partner participation in festivals.

JS moved for approval, CD 2nd, Roll call: 6 yes, 0 no, 3 absent, motion approved

OBJECTIVE: YOY increase in new applicants for BID and MCTC Board positions and committee membership

Under direction of the Board of Directors, the Executive Director initiated the search process in order to meet the Mendocino County deadline of September 15 for lodging seat applicants. VMC staff recommends this Objective be reworded to change "YOY increase" verbiage to "Solicit new applicants...."

JK – understand we have a small population

CD – recommends the wording be clear "x" number of people

CD moved for approval, JB 2nd, Roll call: 6 yes, 0 no, 3 absent, motion approved

- d. Board of Directors Resignation

Reviewed

TS – Possible new Member with Julia Siderakis, President of the Ukiah Chamber Commerce

VII. MARKETING COMMITTEE UPDATE Discussion

- a. **BID Compliance Protocol: Lodging Promotion Policy** ✓ **Possible Action**
- JB – Put together by TS and JB. They took into consideration our bylaws, other bylaws and had Shari Schapmire review. JB explains - MCTC funding comes both from the BID (money assessed by lodging) and the General Fund (money assessed by the TOT, Transient Occupancy Tax). If a “Hotel” does not pay their TOT or BID, they are not only operating illegally. They are to be considered not in good standing and therefore we will not be able to promote them, the new BID Compliance Protocol: Lodging Promotion Policy outlines this information.
 - RS – asked if this is similar to the lodging association? JB – Yes, it is the same thing. You must have permits and licenses to be in good standing and pay into the TOT and BID. TS – points out, it also gives the staff the verbiage needed for if we are unable to promote a business who is not in good standing.
 - JK – What happens when a board member is out of compliance? JB – they are off the board (see the policy). JK – recommended verbiage needs a modification by the staff. CD – noted she loves all except #2, doesn’t want to kick someone off a board/committee who is volunteering their time.

JB moved for approval, no 2nd, motion died

Board discussed what steps would be need to receive board approval. Edit #2: If a Board Member become non-compliant, “not in good standing”, they will have 30/90 days (depending on when information can be obtained) to become compliant (pay their BID/TOT, become licensed/permited)

- b. Ionic Media Proposal
(see proposal)
- c. Feast Mendocino Launched 10/3/2018
- d. Social Media Report Review
(see report)
- e. PR Report Review
(see report)
- \$150,000 Budget
 - Shelf Bart domination at this time, \$200,000 / 4 weeks
- f. BID Inland vs. Coastal data comparison
(see report)

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE ✓ **Discussion**

- a. Organizational Committee Chair Report
TS – requested recommendations for BID advisory members, recommended Jon Glidewell (BOD approved)
JB – recommended Raakesh

IX. FINANCE COMMITTEE UPDATE ✓ **Discussion**

- a. Treasurer Report
JK – Finances are in good shape. We have a very large overage. Previously discussed expending 1/3 of the unrestricted funds, now recommending expending 1/2. Suggests looking into an organizational data system. Requests the ED/TS brings examples/ideas forward to the next board meeting.

X. PERSONNEL COMMITTEE UPDATE ✓ **Discussion**

- a. Met in closed session 9/26/2018, for ED 3 month review
(see 2 attachments)
BOD to review ED again in 3 months, in December, at the Annual Budget Planning meeting

XI. FESTIVAL COMMITTEE UPDATE ✓ **Discussion**

- a. Festival Committee Chair Report
BB - New member, Greg Lamer, Roederer Estates. Discussing the branding/rebranding, Fall/Winter, updating/educating stakeholders with the transition
- b. Spring Feast (Almost Fringe)
BB - Doing away with the “Almost Fringe” title to keep up with the Feast movement and energy. Spring Feast/title still in the works, not firm.

c. Taste Mendocino (Taste of Mendocino)

BB – Doing away with the “of”. Taste Mendocino is a tourism vehicle, keeping Mendocino fresh and present. Taste Mendocino will have a flashy PR event hosted in SF at The Battery, Russell Q is a member. We are looking to rebrand “Taste Mendocino”

XII. VISITOR SERVICES COMMITTEE UPDATE Discussion

a. Visitor Services Committee Chair Report

RS – Looking for members and a chair. TS – asked board if we could table this committee till January, until we are able to get members? JK, Board Chair –ok’d

XIII. FUTURE AGENDA ITEMS Discussion

10-day notice of changes to Bylaws

BID Compliance Protocol: Lodging Promotion Policy (Edits #2)

BID Lodging owners to sit on the BOD

Note: Are GM’s Ok? (the decision makers)

XIV. NEXT MEETING

DATE: Tuesday, November 13, 2018 TIME: 1:00 PM

LOCATION: Fort Bragg CA 95437

CALL-IN LOCATION: Ukiah, CA 95482

NOTE: Please bring your green MCTC binder

XV. ADJOURN

JB moved we adjourn, 2:12PM