



MENDOCINO COUNTY TOURISM COMMISSION, INC. BOARD OF DIRECTORS AGENDA

DATE: June 16, 2020 TIME: 1:00 PM

PLACE: <https://us02web.zoom.us/j/85914380480?pwd=YzBkaki4NmM2STRxS1ZENVNzaWNKUT09>

*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 1:09 PM by Chair CD

2. ROLL CALL

BOARD MEMBER	ATTENDANCE		TITLE
Cally Dym (CD)	x Present	<input type="checkbox"/> Absent	Chair Large Lodging Operator; Coastal
Jennifer Seward (JS)	x Present	<input type="checkbox"/> Absent	Vice Chair At Large
Bernadette Byrne (BB)	x Present	<input type="checkbox"/> Absent	Secretary Winery/Winegrower
Scott Connolly (SC)	x Present	<input type="checkbox"/> Absent	Treasurer Medium Lodging Operator; Coastal
Jamie Peters Connolly (JC) 1:18PM X Present		<input type="checkbox"/> Absent	Arts Organization/Attractions
Sharon Davis (SD)	x Present	<input type="checkbox"/> Absent	Regional Promotional; Coastal
Jitu Ishwar (JI)	<input type="checkbox"/> Present	x Absent	Large, At-Large Lodging Operator; Inland
Jan Rodriguez (JR)	<input type="checkbox"/> Present	x Absent	Large Lodging Operator; Inland
Martha Barra (MB)	<input type="checkbox"/> Present	x Absent	Small Lodging Operator; Coastal
Brett Schlesinger (BS)	<input type="checkbox"/> Present	x Absent	Food & Beverage
Kasie Gray	x Present	<input type="checkbox"/> Absent	Regional Promotional; Inland

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

INTRODUCTION OF GUESTS

3. CHAIR'S COMMENT

- Martha has resigned from the board for personal reasons
- Emergency action item to find a board replacement
 - BB 1st SD 2nd Roll Call Vote, All Approved

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 5/12/2020 Meeting | **See Attachment**
- Motion to approve consent agenda
 - 1st JS 2nd BB Roll Call Vote, All Approved

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 7/7/2020 at 12:30 PM)

- Committee Chair Report:
- Financial Statements
 - April 2020 | Approve for Board Approval JS 1st, SD 2nd Roll Call Vote, All Approved

- Write off \$46,385 from ACCOUNT 1510 that has already been depreciated | ✓ **Action Item**
 - 1st JS, 2nd SD *Roll Call Vote, All Approved*
- TS-Monthly expenses decreased to about 40k a month
- THEORYSF Contract | Approve ✓ **Action Item**
 - Motion to NOT renew THEORYSF Contract
 - 1st JS, 2nd JP *Roll Call Vote, All Approved*
- Agency XI (Brendan McGuigan Contract | Approve ✓ **Action Item**
 - Motion to renew Agency XI Contract
 - 1st JS 2nd BB, *Roll Call Vote, All Approved*

7. **FESTIVAL/MARKETING COMMITTEE UPDATE** ✓ **Discussion** ✓ **Action Item**
(NEXT MEETING: 7/7/2020 at 10:00 AM)

Committee Chair Report:

- TheorySF
- Opening Campaign
- PR Update
- Video Updates
- Social Media Stats & Google Analytics
 - BB- creative discussion regarding consumer engaging to Mendocino without events and what does a reopening campaign look like-room to roam
 - TS- TS, RJ and Brendan creating reopening campaign
 - Breathe deep → Room to Roam
 - When do we launch campaign? Wait a couple of weeks?
 - BB- Most wineries are 2 weeks out from reopening so we should make sure all businesses are open before beginning campaign
 - CD- Maxed at 75% occupancy Until July 3rd but demand for lodging is significantly higher. Can't meet demand
 - JC- Wait and take it slow
 - TS-Wait until next health order to decide opening date
 - PR update
 - 10 stories ready to release
 - 2 writers coming in July
 - 4 TBDs waiting to be placed
 - Sent June hot sheet out and receiving a lot of buzz
 - Video Updates-2nd version of "dreaming of" video will be "welcome back"
 - Create TikTok and start focus on Youtube

Executive Committee

- CD- Would like Jamie to join
- Motion to appoint Jamie as the 5th for executive committee
 - SD 1st BB 2nd *Roll Call Vote, All Approved*

8. **EXECUTIVE DIRECTOR REPORT** ✓ **Discussion**

- Lodging Work Group
 - Press Release(s)
 - #SafeMendocino Suite
 - TS-Walk through of #SafeMendocino on Mendocinotourism.org and visitmendocino.com
 - Recorded radio spots that went live Saturday morning
 - Reopening press release went out last week
 - Inland radio spots with Explore Ukiah coming soon
 - Orange Bags
- VCA Update
 - NCTC Update VCA will focus marketing on the gateways
 - NCTC has \$20,000 on hand from VCA funds we did not spend

- VCA deciding if rural areas will be represented next week
- Potential Adjusted Budget 2020/2021 – Discussion and direction to Executive Director on budget for 2020/2021. ED to bring final budget back at next BoD meeting.
- Operational Update- None at this time

9. FUTURE AGENDA ITEMS Discussion

- Reading Financial Statements Educational (WiPFLi)

10. NEXT MEETING

TENTATIVE: Tuesday, July 8, 2020 at 1:00 PM

11. ADJOURN: 2:51 PM by JS