



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS MINUTES

DATE: Tuesday, December 10, 2019 TIME: 1:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg, CA 95437

*CALL-IN LOCATIONS: 1055 N State St, Ukiah CA 95482 | 101 Gregory Lane, Willits CA | 1818 Fifth Street, Berkeley CA 94710

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50-8962 #

*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

2. ROLL CALL

| BOARD MEMBER | ATTENDANCE STATUS | | TITLE |
|------------------------|---|--|--|
| John Kuhry (JK) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Chair At Large Member |
| Cally Dym (CD) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Vice Chair Coastal Large Lodging Operator |
| Jennifer Seward (JS) | <input type="checkbox"/> Present | <input checked="" type="checkbox"/> Absent | Treasurer Arts Organization/Attractions |
| Bernadette Byrne (BB) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Secretary Winery/Winegrower |
| Sharon Davis (SD) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member |
| 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 |
| Martha Barra (MB) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Coastal Small Lodging Operator |
| Jay Epstein (JE) | <input type="checkbox"/> Present | <input checked="" type="checkbox"/> Absent | Greater Ukiah Chamber of Commerce |
| Open Seat | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Food & Beverage |
| Scott Connolly (SC) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Coastal Medium Lodging Operator |
| STAFF MEMBER | ATTENDANCE STATUS | | TITLE |
| Travis Scott (TS) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Executive Director |
| Alison de Grassi (ADG) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Director of Marketing and Media |
| Katrina Kessen (KK) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Stakeholder and Partner Relations Manager |
| Kathy Janes (KJ) | <input type="checkbox"/> Present | <input checked="" type="checkbox"/> Absent | Administrative Assistant |
| Ramon Jimenez (RJ) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Marketing and Sales Coordinator |
| Daphne Haney (DH) | <input type="checkbox"/> Present | <input checked="" type="checkbox"/> Absent | Contractor/Accountant |
| Emily Saengarun (ES) | <input checked="" type="checkbox"/> Present | <input type="checkbox"/> Absent | Administrative Services Manager |

INTRODUCTION OF GUESTS

3. CHAIR'S COMMENTS | JK – exit thank you for 17-year run

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 11/12/2019 Meeting | **See Attachment**
- September/October 2019 Financials | **See Attachment**
BB motioned for approval of the consent agenda, CD 2nd, Roll call: all present approved, 3 absent, 1 open seat, motion passes

6. MARKETING COMMITTEE UPDATE Discussion. Action

(NEXT MEETING: 01/8/2020 at 10:30 AM)

- Committee Chair Report | CD - working to get research on the Spring Survey completed with TheorySF by January 8th

- Media Matters Worldwide
 - MMWW Revised Payment Schedule | **See Attachment** | ADG – YouTube missing, the minimum for YouTube is \$12,500.00, please see the new price listing.
 - MMWW Executive Summary for November | **See Attachment** | ADG – The Survata Brand Study is a mobile and desktop study, completion is set for the end of the fiscal year, cost is \$10,000. Note: recommendations are to come up with non-event static assets, that wont change over time, equaling “Brand Awareness”.
- Crab Feast
 - Landing page link | ilovecrab.visitmendocino.com | **See Attachment**
 - Crab Feast landing page analytics | **See Attachment** | SC – can we have a comparative to last year’s stats? JK – And see the regular page traffic too? ADG – the reporting notes we are up 270% over last year.
- Video’s rough cuts link | <https://spaces.hightail.com/receive/xvDRbHY9kk/ZG91Z3dlcmJ5QG1hYy5jb20=> | **See Attachment** | ADG – find yourself happy videos are currently at 30 seconds, will be cut down to 15 seconds at a later time.

7. FESTIVAL COMMITTEE UPDATE Discussion

(NEXT MEETING: 01/8/2020 at 10:30 AM)

- Committee Chair Report
- Destinations International CDME Course | Certified Tourism Ambassador
- Presentation on Certified Travel Associates Program (CTA) | KK – please review power point, the visitors are our main goal, create pride in completion, knowledge of the destination, what we have here, Stakeholder alignment with a “compete” advantage, the facilitator does not need to VMC staff, 1x cost of \$35k, a micro-site for the classes and networking is included in the \$35k. BB – how do we keep it current? KK – VMC would do the database management and the CTA program developers are willing to help to refresh for a \$4.5k annual fee for updates and edits. MB – could we get a share of costs? KK – I’m currently looking for direction from the Board. Do we align and take on partners? JK – What about Work Force Development? KK – With Board direction, have talked to the High School and College and they have career development programs options we could explore. KK – feels anyone that touches the public should take this course, more than hospitality could benefits from this certificate. JR – worth exploring, would like to see more information. CD – likes the \$4.5k per year, adds some skin into the game to keep the efforts going. Hefty price tag but a really important product. KK – We are the umbrella to bring people in. JK – need buy in from the employers, customer service organizations could use this too. BB – salesmanship skills is fabulous knowledge of our County, don’t see people taking the course more than once. TS – participants would pay an annual fee, no retraining required. KK – would of mouth would bring people in, if Barra is doing it why aren’t we? BB – Management buys into it too. CD if I can post jobs to it, I like it. BB – we should be the leas as much as possible, would like to share costs, are there other organizations similar to this? KK – no real competitors. TS – they paired with Destination International BB – testimonials and success stories will be powerful. KK – they have references, that have been through the program we can engage with. BB – would hope each year it grows. KK – currently looking for specific direction, were to go from here? Good to talk with potential partners.
- Hotel Adoption Program (HAP) | KK – we are currently delivering Crab Feast brochures

8. PERSONNEL COMMITTEE UPDATE Discussion Action Item

(NEXT MEETING: TBD)

- No report

9. FINANCE COMMITTEE UPDATE Discussion

(NEXT MEETING: 12/25/2019 at 11:00 AM)

- Committee Chair Report | JK spoke on behalf – when we moved from receiving payments every 1 month to every 3 months from the County of Mendocino, now floating up to ½ million receivables payment schedule with the County of Mendocino. VMC should possibly have a line of credit in the future to supplement this float. There should have more oversight by the Finance Committee and the ED is we have a line of credit. The Accountant not providing proper financial oversight, a contractor issue.

10. VISITOR SERVICES COMMITTEE UPDATE Discussion

(NEXT MEETING: 02/20/2020 at 3:00 PM)

- No report

11. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE Discussion

(NEXT MEETING: 01/08/2020 at 12:00 PM)

- No report

12. EXECUTIVE DIRECTOR REPORT Discussion

- General Update | TS – Point Arena planning did not properly notice their meeting, the earliest their next meeting could be is in early January. Private Campground TOT did not mention the BID, a redraft of the BID ordinance is in order to include Private Campgrounds. KK and I attended the CDME Course, the 1st class Advocacy & Community Relations. Working on a big project to fix the finances with Emily, including downsizing FB space use. Hoping for BID on Monday. Working on NCTC with Julie Benbow – figuring our how-to meeting Visit CA’s 60k to receive the full match and updating their ByLaws. Looking for someone to offer Brown Act Training at our MCTC Board Retreat.

13. FUTURE AGENDA ITEMS Discussion Action Item

- TheorySF Spring Survey
- Line of Credit Information

14. NEXT MEETING

- Board Retreat, January 14, 2019 at the Lodge at Glendeven, Little River CA **(SET)**

15. ADJOURN

BB 2:13 PM