



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Wednesday, September 9, 2020 TIME: 1:00 PM

PLACE: <https://us02web.zoom.us/j/83169596144?pwd=ZDdVZkhvY1Q4STFOSVUvMknNWelJmdz09>

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

STAFF MEMBER	ATTENDANCE	TITLE
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Ramon Jimenez (RJ)	<input type="checkbox"/> 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:

- Teresa Crudo, WiPFLi Financial**

3. CHAIR’S COMMENT

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 8/12/2020 Meeting | **See Attachment**

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 10/13/2020 at 12:00 PM)

- Committee Chair Report:
- Financial Statements – EDUCATIONAL SESSION – Lead by Teresa Crudo, WiPFLi Financial
 - July 2020 | Approve | **See Attachment**
- CFCU accounts closed as of 8/31/20 funds deposited to SBMC 9/3/2020

7. FESTIVAL/MARKETING COMMITTEE UPDATE Discussion

(NEXT MEETING: 10/13/2020 at 10:00 AM)

- Committee Chair(s) Report:
 - Festival:

- Marketing:
- Staff Report:
 - Marketing Plan – See Attached | **APPROVE**
 - PR Update- See Attached
 - DogTrekker Contract
 - Crab Feast/Winter Campaign Update
 - Leave Nothing Behind but Footprints – See Attached
 - Fall Campaign – See Attached
 - Opening Campaign - completed
 - Video Updates
 - Social Media Stats & Google Analytics

8. EXECUTIVE DIRECTOR REPORT Discussion Action Items

- Q3 2019/2020 Report **First Draft** – SEE ATTACHED
- For FY 2019/2020 Q4 report combine with Annual Report | **APPROVE**
- BoD Meeting Date/Time Change – See Attached | **APPROVE**
- Formation of an Ad Hoc Committee as per BID Recommendation
 - MCTC form an ad hoc committee to investigate and explore any and all possible ways to enhance revenue for tourism promotion. The BID Advisory Board also recommends the ad hoc committee be comprised of a mix of lodging stakeholders, MCTC Board members, County staff, County elected officials and MCTC staff. *The full report is located [here](#) (see recommendation 6 on page 22)*
- Englightn
- Budget for new staff member
- Financial Audit scheduled for 10/27-29
- Point Arena/BID
- Corragio Group/Strategic Plan
- MCTC BoD Elections (Small, Medium and Large Inland Lodging)
 - Declarations of Candidacy mailed 8/31/20 by Shari Schapmire
- MCPA Letter – SEE ATTACHED

9. FUTURE AGENDA ITEMS Discussion

10. NEXT MEETING

TENTATIVE: Wednesday, October 14, 2020 at 1:00 PM

11. ADJOURN