



**MENDOCINO COUNTY TOURISM COMMISSION, INC.  
BOARD OF DIRECTORS AGENDA**

**DATE: Tuesday, January 14, 2021 starting at 9:30 AM**

**PLACE: ZOOM: <https://us02web.zoom.us/j/84814251666?pwd=b3lCNHk5VDVBR0JMeXpIWFJHc3VOZz09>**

\*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**

<b>BOARD MEMBER</b>	<b>ATTENDANCE</b>	<b>TITLE</b>
Jennifer Seward (JS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	At Large
Cally Dym (CD)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Coastal
Bernadette Byrne (BB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Winery/Winegrower
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
Raakesh Patel (RP)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Large Lodging Operator; Inland
Elaine Wing-Hillesland (EWH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator
Kasie Gray	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Regional Promotional; Inland
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Medium Lodging Operator; Coastal
<b>STAFF MEMBER</b>	<b>ATTENDANCE</b>	<b>TITLE</b>
Travis Scott (TS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Executive Director
Kathy Janes (KJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Assistant
Ramon Jimenez (RJ)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Marketing & Sales Coordinator

**INTRODUCTION OF GUESTS**

**3. 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.

**4. Welcome New Board Members**

- Raakesh Patel, Large Lodging Operator; Inland
- Elaine Wing-Hillesland, Small Lodging Operator

**5. Elect Slate of Executive Officers for 2021  Discussion  Possible Action**

- |  |  |
|--|--|
| • Cally Dym, Chair of the Board            | • Scott Connolly, Treasurer of the Board   |
| • Jennifer Seward, Vice Chair of the Board | • Bernadette Byrne, Secretary of the Board |

**6. Committee Membership | See Attachment**

- Elect slate of committee chairs for 2021  Discussion  Possible Action
 

○ Personnel Committee Chair, Cally Dym	○ Marketing Committee Chair, Scott Connolly
○ Organizational Development Chair, Jennifer Seward	○ Festival Committee Chair, Bernadette Byrne
○ Finance Committee Chair, Scott Connolly	○ Visitor Services Chair, Sharon Davis
○ Ad Hoc Bylaws Committee Chair, Cally Dym	

- Approve committee Members as listed: **Discussion Possible Action**

Executive Committee:

Cally Dym  
Jennifer Seward  
Scott Connolly  
Bernadette Byrne  
Jamie Peters-Connolly  
Staff: Travis Scott

Personnel Committee

Cally Dym, Chair  
Jennifer Seward  
Jitu Ishwar  
Staff: Travis Scott

Organizational Development Committee

Jennifer Seward, Chair  
Cally Dym  
Sharon Davis  
Staff: Travis Scott

Finance Committee

Scott Connolly, Chair  
Cally Dym  
Jitu Ishwar  
Jennifer Seward  
Staff: Travis Scott

Marketing Committee

Scott Connolly, Chair  
Cally Dym  
Bernadette Byrne  
Susie Plocher  
John Dixon  
Alyssum Weir  
Laura Cover  
Raakesh Patel  
Brett Schlesinger  
Kasie Gray  
Staff: Travis Scott &  
Ramon Jimenez

Ad Hoc Bylaws Committee

Cally Dym, Chair  
Jitu Ishwar  
Jennifer Seward  
Bernadette Byrne  
Staff: Travis Scott

Festival Committee

Bernadette Byrne, Chair  
Jamie Peters-Connolly  
Margaret Pedroni  
Tom Liden  
Tom Yates  
Greg Lamer  
Sharon Haag  
Katrina Kessen  
Staff: Ramon Jimenez

Visitor Services Committee

Sharon Davis, Chair  
Jamie Peters-Connolly  
Sharon Davis  
Jon Glidewell  
Jo Bradley  
Rakesh Taneja  
Scott Connolly  
Staff: Ramon Jimenez

**7. Board & Committee Meeting Schedules Discussion Possible Action**

- Approval of Proposed Board & Committee 2021 Schedules
  - Board of Directors: 2<sup>nd</sup> Thursday/Month - 2:00 PM
  - Festival Committee: 1st Tues/Month - 10:00 AM
  - Marketing Committee: 1st Tues/Month – 10:00 AM
  - Finance Committee: 1st Tues/Month - 12:30 PM
  - Visitor Services: Quarterly
  - Personnel Committee: As Needed
  - Ad Hoc Bylaws Committee: As Needed
  - Organizational Development: Quarterly
  - Executive Committee: As Needed

**8. CONSENT AGENDA ITEMS Discussion 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.
- REVIEW/APPROVE, Minutes December 10, 2021 Meeting

**9. MARKETING COMMITTEE UPDATE Discussion**

(NEXT MEETING: 2/2/2021 AT 10:00 AM)

- Committee Chair Report:
- Presentations by:
  - Brendan McGuigan, Agency Xi

- Koleen Hamblin, Koli Communications

**10. FESTIVAL COMMITTEE UPDATE**

(NEXT MEETING: 2/2/2021 AT 10:00 AM)

- Committee Chair Report:

**11. FINANCE COMMITTEE UPDATE**  Discussion  Possible Action

(NEXT MEETING: 2/2/2021 AT 12:30 PM)

- Committee Chair Report:
- REVIEW/APPROVE, November 2020 Financials
  - a. Review Cash Flow Spreadsheet
- REVIEW/APPROVE, FY 2021-2022 Budget | *See Attachment*

**12. VISITOR SERVICES COMMITTEE UPDATE**

(NEXT MEETING: TBD)

- Explorer Guide to-date progress

**13. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**  Discussion  Possible Action

(NEXT MEETING: TBD)

- Mendocino County Council ZOOM Brown Act Training (TBA)

**14. EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action

- REVIEW/APPROVE, Annual Report 2019-2020 | *See Attachment*
- PPP & CA Small Biz Grant
- Strategic Plan Update
- Marketing Plan Update | *See Attachment*

**15. FUTURE AGENDA ITEMS**  Discussion

**16. NEXT MEETING**  Discussion

Tentative: Thursday, February 11, 2021 at 2:00 PM

**17. ADJOURN**