



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

DATE: Tuesday, October 15, 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**

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.

I. CALL TO ORDER

II. ROLL CALL

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

c. INTRODUCTION OF GUESTS

III. CHAIR'S COMMENTS

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.

V. 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.

- a. REVIEW/APPROVE Minutes 9/10/2019 Meeting | *See Attachment*
- b. REVIEW/APPROVE August 2019 Financials | *See Attachment*

VI. PRESENTATION BY AVWA Discussion Action Items

- a. Website Update Funding Request

VII. PERSONNEL COMMITTEE UPDATE Discussion Action Item

(NEXT MEETING: TBD)

- a. No report

VIII. EXECUTIVE DIRECTOR REPORT ✓ Discussion ✓ Action Item

- a. VMC Quarterly Report | April 2019 – June 2019 | Draft - Approval to Finalize ✓ Action Item
- b. VMC Annual Report | FY 18/19 | Draft - Approval to Finalize ✓ Action Item
- c. VMC Community Collaborations and Participation | September 2019 | *See Attachment*
- d. General Reporting
 - MWI
 - Mendocino Coast Chamber
 - DMAI Finance and Governance Conference Overview

IX. FINANCE COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: 10.30.2019 at 11:00 AM)

- a. Committee Chair Report

X. MARKETING COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: 11.6.2019 at 11:00 AM)

- a. Committee Chair Report
 - Marketing Committee Reporting to BOD
 - Media Matters Worldwide
 - i. Report: September 9-30, 2019 | *See Attachment*
 - ii. Summary: September 9-30, 2019 | *See Attachment*

XI. FESTIVAL COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: 11.6.2019 at 10:00 AM)

- a. Committee Chair Report
 - Marketing Report Out on Festivals/Events | Add as standing item to Festival Committee Agenda
 - Spring 2020 Celebration Concept | Festival Committee to engage TheorySF in Concept Development, Spring Visual and Tag Line
 - The Festival Committee is looking for additional data such as TOT, BID, Other information that would aid us in the development of our Festivals and Events or new growth opportunities for tourism in the slower seasons.
- b. Hotel Adoption Program (HAP)

XII. VISITOR SERVICES COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: 11.21.2019 at 3:00 PM)

- a. Committee Chair Report
 - Updated 19/20 Sales Plan | *See Attachment*

XIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: 11.12.2019 at 3:00 PM)

- a. Committee Chair Report
 - Open Seats: Board, BID and Committees
 - Recommendation to BID: Lodging Owners and GM's to sit on the MCTC Board

XIV. FUTURE AGENDA ITEMS ✓ Discussion

- ~~Discussion on possible Agriculture Grants~~ TABLED
- KK - Presentation on Certified Tourism Ambassador Program (December 2019)

XV. NEXT MEETING

TENTATIVE: Tuesday, November 12, 2019 at 1:00 PM

XVI. ADJOURN