



MENDOCINO COUNTY TOURISM COMMISSION, INC.
BOARD OF DIRECTORS AGENDA

DATE: Tuesday, February 4, 2020 TIME: 2:00 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.

- 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
Martha Barra (MB)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Small Lodging Operator; Coastal
Brett Schlesinger (BS)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Food & Beverage
Open Seat	<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
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
Emily Saengarun (ES)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Administrative Services Manager
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
Daphne Haney (DH)	<input type="checkbox"/> Present <input type="checkbox"/> Absent	Contractor/Accountant

INTRODUCTION OF GUESTS

3. CHAIR'S COMMENTS

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 1/14/2020 Meeting | **See Attachment**

6. FINANCE COMMITTEE UPDATE Discussion Action Items

(NEXT MEETING: 3/3/2020 at 12:30 PM)

- REVIEW/APPROVE December 2019 Financials | **See Attachment**
- Committee Chair Report

7. MARKETING COMMITTEE UPDATE Discussion.

(NEXT MEETING: 3/3/2020 at 11:00 AM)

- Committee Chair Report

8. FESTIVAL COMMITTEE UPDATE  Discussion

(NEXT MEETING: 3/3/2020 at 10:00 AM)

- Committee Chair Report
 - BID & TOT Report/Comparative | *See Attachment*

9. VISITOR SERVICES COMMITTEE UPDATE  Discussion

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

- No report

10. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE  Discussion

(NEXT MEETING: TBD)

- No report

11. EXECUTIVE COMMITTEE UPDATE  Discussion  Action Item

(NEXT MEETING: TBD)

- Vote on a fifth member of the Executive Committee Board, per the MCTC ByLaw: Section 6:1 Executive Committee

12. EXECUTIVE DIRECTOR REPORT  Discussion

- Executive Director Report

13. PERSONNEL COMMITTEE UPDATE  Discussion  Action Item

CLOSED SESSION NOTICE: Please be advised anytime the MCTC Board has a Personnel Committee matter these items will be discussed in closed session.

(NEXT MEETING: TBD)

- Committee Chair Report

14. FUTURE AGENDA ITEMS  Discussion

- 3-5 County Comparatives

15. NEXT MEETING

TENTATIVE: Tuesday, March, 10, 2020 at 1:00 PM

16. ADJOURN