



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Tuesday, March 12, 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: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482.

CONFERENCE CALL NUMBER: (605) 562-0400 / CODE: 443-8581#

*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

Table with columns: A. BOARD MEMBER, ATTENDANCE STATUS, TITLE. Lists members like John Kuhry, Cally Dym, etc., with checkboxes for Present/Absent and their titles.

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.

Martha Barra/John Kuhry – ABC: Agriculture and Business Coalition

V. CONSENT AGENDA ITEMS [checked] Discussion

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 2/19/2019 Meeting [checked] Possible Action
b. REVIEW/APPROVE MCTC January 2019 Financials [checked] Possible Action

VI. EXECUTIVE DIRECTOR REPORT [checked] Discussion

- a. BID Advisory Board Update

- b. Watch for Quarterly Report and respond with feedback.
- c. Ukiah Office Grand Opening/Art Walk April 5th

VII. MARKETING COMMITTEE UPDATE ✓ Discussion

- a. Marketing Committee Report
- b. 2019/20 Preliminary Digital Marketing Plan
- c. Agriculture Marketing (MCPA) – Presented by Cally Dym ✓ Possible Action
 - Funding of MCPA - Possible VMC Augmentation

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

Nothing at this time

IX. FINANCE COMMITTEE UPDATE ✓ Discussion

- a. Finance Committee Reportable Items

X. PERSONNEL COMMITTEE UPDATE

- a. Updated Electronics, Social Media and Data Policy
(Including current version, from page 46 in the Employee Handbook)
- b. Updated Credit Card Use Policy

XI. FESTIVAL COMMITTEE UPDATE ✓ Discussion

- a. Stakeholder Training Schedule and Report
- b. Taste Mendocino Updates
- c. Whale Festival Updates
- d. Starting Thinking Mushroom FEAST Events!

XII. VISITOR SERVICES COMMITTEE UPDATE ✓ Discussion

- a. Application for the CA State Fair in Process

XIII. FUTURE AGENDA ITEMS ✓ Discussion

XIV. NEXT MEETING

TENTATIVE: Tuesday, April 9, 2019 at 1:00 PM

LOCATION: 105 W. Clay St, Ukiah CA & 345 N. Franklin Street, Fort Bragg CA & Call in: 1055 N. State Street Ukiah, CA

XV. ADJOURN