



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

**DATE: Tuesday, June 11, 2019 TIME: 1:00 PM**

**PLACE: County of Mendocino Planning and Building Department 860 Bush Street, Ukiah CA 95482 and County of Mendocino Planning and Building Department 120 West Fir Street, Fort Bragg, CA 95437**

**\*CALL-IN LOCATIONS: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482**

**CONFERENCE CALL NUMBER: 605-475-4000, access code 314482#**

\*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**

<b>A. BOARD MEMBER</b>	<b>ATTENDANCE STATUS</b>		<b>TITLE</b>
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
Maegen Loring (ML)	<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>B. STAFF MEMBER</b>	<b>ATTENDANCE STATUS</b>		<b>TITLE</b>
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
Richard Strom (RS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Tourism
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
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager
Daphne Haney (DH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Contractor/Accountant

**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 Item**

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 5/14/2019 Meeting | *See Attachment*


**VI. EXECUTIVE DIRECTOR REPORT  Discussion**

- a. Wine Competition

- b. Coast Chamber | Update
- c. BID Advisory Report | Update | *See Attachment*
- d. Point Arena possibly returning to the BID | Update
- e. IPW – U.S. Travel Association | Update
- f. DMAI – Destinations Marketing Association International | Fundamentals | St Louis Missouri | July 20-25, 2019
- g. DMA WEST – Destinations Marketing Associations of the West | Executive Summit | Pismo Beach | July 29-31, 2019

**VII. MARKETING COMMITTEE UPDATE**  Discussion

(NEXT MEETING: WEDNESDAY, 7/2/2019 AT 11:00 AM)

- a. Committee Chair Report
  - b. Cannabis Tourism | Note: possible adoption of suggested motions from Marketing Committee | *See Attachment*
-  Action Item**
- c. Marketing Campaign | *See Attachment*
  - d. Marketing & PR | Update | *See Attachment*
  - e. 2018 Economic Impact of Travel | California VS. Mendocino | Per Request | *See Attachment*

**VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**  Discussion

(NEXT MEETING: TBD/Est: August 2019)

- a. Committee Chair Report
- b. Listing of Committee Members | Per Request | *See Attachment*

**IX. FINANCE COMMITTEE UPDATE**  Discussion

(NEXT MEETING: WEDNESDAY, 6/26/2019 AT 11:00 AM)

- a. Committee Chair Report
- b. Review April 2019 Financials | Not Available for Approval | *See Attachment*

**X. PERSONNEL COMMITTEE UPDATE**

(NEXT MEETING: TBD)

- a. No report at this time

**XI. FESTIVAL COMMITTEE UPDATE**  Discussion

(NEXT MEETING: WEDNESDAY, 7/2/2019 AT 10:00 AM)

- a. Committee Chair Report
- b. Visit Willits Summary
- c. Mushroom Feast | Anchor Events | Both Weekends | Call for events
- d. Hotel Adoption Program (HAP) Review

**XII. VISITOR SERVICES COMMITTEE UPDATE**  Discussion

(NEXT MEETING: THURSDAY, 8/22/2019 AT 3:00 PM)

- a. Committee Chair Report
- b. In Market Survey Research | Update
- c. IPW | Review

**XIII. FUTURE AGENDA ITEMS**  Discussion

- Discussion on possible Agriculture Grants
- Presentations: Partner Funding Organizations (July 2019)

**XIV. NEXT MEETING**

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

LOCATION: 105 West Clay St, Ukiah CA 95482 & 345 North Franklin Street, Fort Bragg CA

**XV. ADJOURN**