



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS

MINUTES

DATE: Wednesday, October 12, 2016 **TIME:** 1:00 PM

LOCATION: Mendocino County Tourism Commission, 345 Franklin St, Fort Bragg, CA 95437

CALL-IN LOCATION: Mendocino County Tourism Commission, 390 W. Standley St., Ukiah, CA 95482

Guests: Cally Dym, Brent Haugen, Matthew Landkamer, Kerry Randall, Shannon Riley, Pauline Zamboni

- I. CALL TO ORDER-The Chair called the meeting to order at 1:04 PM by Debra DeGraw.
- II. ROLL CALL-John Kuhry (1:23pm), Jo Bradley (1:15pm), Deb Kettner (call-in), Debra DeGraw, Marcus Magdaleno, Bernadette Byrne (call-in), Jitu Ishwar (call-in), Jennifer Seward (call-in), Sharon Davis, Susie Plocher
- III. CHAIR'S COMMENTS- None at this time
- IV. PUBLIC COMMENT ON NON-AGENDA ITEMS – None at this time
- V. PRESENTATIONS – Matthew Landkamer, Principal from the Coraggio Group came to present to the board to give additional information and answer questions regarding the tentative plans to begin the process in January 2017. The board had specific questions regarding the process as well as how the company differentiates the process from one destination to another. There was also considerable amount of conversation regarding on the timing of the strategic plan. Executive Director Haugen explained that to the board and the audience, the timing would be ideal to conduct a strategic plan first and then the rebranding process in the 2017-18 fiscal year. After the questions, Debra DeGraw made a motion to approve the contingency plan outlined from the September 14, 2016 board meeting in funding the strategic plan at \$35,000; seconded by Marcus Magdaleno. Roll call vote: Debra DeGraw (yes), Marcus Magdaleno (yes), Sharon Davis (yes), Susie Plocher (yes), Jo Bradley (yes), John Kuhry (yes), Jitu Ishwar (yes), Deb Kettner (yes), Jennifer Seward (yes) and Bernadette Byrne (yes).

Representatives from the City of Ukiah including Shannon Riley and Kerry Randall came to present the opportunity for sponsorship of the ice rink for downtown Ukiah, December 4, 2016-January 8, 2017. The MCTC Board listened to the presentation and then heard from a series of hoteliers in Ukiah that were in support of this endeavor. These included representatives from the Fairfield Inn, Comfort Inn, Hampton Inn, Travelodge and Days Inn of Ukiah. Additional support from Members Seward and Byrne were given. Jennifer Seward made a motion to support Ukiah on Ice at \$10,000, Seconded by Bernadette Byrne. Roll call vote: Debra DeGraw (yes), Marcus Magdaleno (yes), Sharon Davis (yes), Susie Plocher (yes), Jo Bradley (yes), John Kuhry (yes), Jitu Ishwar (yes), Deb Kettner (yes), Jennifer Seward (yes) and Bernadette Byrne (yes).
- VI. CLOSED SESSION REPORT – Member Kuhry reported to the full board on the discussion points of the closed session. This included the details on the incentive program for the MCTC Executive Director.
- VII. APPROVE MINUTES FROM SEPTEMBER 14, 2016— Motion to approve minutes made by Jennifer Seward; Seconded by Bernadette Byrne. Motion carried (6-0), with 1 abstention.

VIII. MCTC BOARD UPDATES – On September 22, 2016m MCTC was notified by Shari Schapmire, Treasurer-Tax Collector of the County of Mendocino that MCTC has only one elected seat that will expire on December 31, 2016 - Large Coastal Lodging Operator. The process to fill that seat has now concluded with one operator submitting a declaration of candidacy. As no election is required, Guy Pacurar of Brewery Gulch Inn will fill this seat in January 2017. Pauline Zamboni stated that this was not accurate and that Mr. Pacurar was going to be placed on the BID Advisory Board. She went on explaining that a candidate cannot serve on both the MCTC Board and the BID Advisory Board. Member Bradley offered to reach out to Mr. Pacurar to confirm which board he is planning to serve and report back to the board.

Member Magdaleno wanted to know what process that MCTC had with board recruitment and what positions are coming due. These positions include large coastal, at large and food & beverage. Magdaleno wanted to know how MCTC will help in the recruitment process with the county. He has asked that MCTC staff reach out to Shari Schapmire and report back to the board.

IX. BROWN ACT TRAINING – The board had discussion and agreed to move this training to January, once new board members were in place.

X. CONFLICT OF INTEREST POLICY – This topic was tabled to the November 2016 Board Meeting.

XI. MARKETING COMMITTEE UPDATE – None at this time

XII. MARKETING UPDATES – Executive Direct Haugen gave updates on the marketing programs and contracts to the full board. Haugen expressed his concern with the current contract with DCI as one of the public relations firms for the organization. He explained to the board that the performance from DCI was extremely lacking and was planning to release them from their service. He ended this portion of the presentation by explaining he would work with the Marketing Committee

Haugen continued to report that there has been good participation with the new cooperative advertising program. A total of \$ 8,175.00 of commitments has transpired thus far with additional opportunities in the future.

The last item discussed under this topic was the Hidden Object game. Haugen explained that the progress continues on the Visit Mendocino County Hidden Object Game, with the game estimated at 90% complete. Six of the ten scenes are complete (Anderson Valley Brewing Company, Camping in the Redwoods, Tidepooling at MacKerricher, Skunk Train, City of 10,000 Buddhas, Glass Beach), and four are in progress, with wireframe mockups (DriveThru Tree, Point Arena Lighthouse, Real Goods, Phillips Hill).

Member Kuhry expressed his concern that this investment will not directly help in promoting the county. Cally Dym explained that there will be a promotional aspect of this product in promoting the county.

XIII. FESTIVAL COMMITTEE UPDATE – Executive Director Haugen presented the Grant Funding Award Report to the board. A total of \$6,000 was allocated to the Mushroom Wine & Beer Camp (\$2500), Holiday Wine Passport (\$1000) and the Rose Today Festival (\$2500). The remaining balance of \$19,000 is left for future funding. Haugen continued to inform the board that the Festival Committee did not recommend funding for the following events as they did not feel there was a financial need warranted for funding:

- a. 12th Annual International Alsace Varietals Festival
- b. AVWA Coast Trade Tasting
- c. 20th Annual Anderson Valley Pinot Noir Festival

Haugen explained that the Mendocino County Tourism Commission (MCTC) will work with the ones that didn't receive funding to see if there are other partnership opportunities existing in other budget line items (example: media visits).

The next item up for discussion was concerning switching out Party for the Planet in April 2017 for the Mendocino County Fringe Festival. Haugen explained that Party for the Planet has not procured much business for the county and suggested switching it out for the proposed event to promote live art performance in the county. After much discussion from the board, Marcus Magdaleno made a motion to move forward with the Mendocino County Fringe Festival for April; seconded by Bernadette Byrne. Roll call vote: Debra DeGraw (yes), Marcus Magdaleno (yes), Sharon Davis (yes), Susie Plocher (yes), Jo Bradley (yes), John Kuhry (yes), Jitu Ishwar (yes), Deb Kettner (yes), Jennifer Seward (yes) and Bernadette Byrne (yes).

XIV. UPDATE FROM FINANCE COMMITTEE—

- 1) Report out from Treasurer-Marcus Magdaleno briefly reported out the Finance Committee
- 2) Member Magdaleno and Member DeGraw reported on the 2014-15 Audit Report. There were many concerns related to the recommendation report provided by the CPA. Member Kuhry directed the Finance Committee to review the document and work on creating a response report with staff and reporting it at the next meeting. Both Member Magdaleno, DeGraw and staff member Haugen agreed to create this document. No further action was taken at this time.
- 3) ACTION ITEM: The August financials were presented with a few questions. Member Kuhry made a motion to accept the financials; seconded by Member Ishwar. Roll call vote: Debra DeGraw (yes), Marcus Magdaleno (yes), Sharon Davis (yes), Susie Plocher (yes), Jo Bradley (yes), John Kuhry (yes), Jitu Ishwar (yes), Deb Kettner (yes), Jennifer Seward (yes) and Bernadette Byrne (yes).
- 4) ACTION ITEM: The MCTC Executive Director Travel Expense Policy was presented by Member Magdaleno and Executive Director Haugen. No additions were made to the policy. Member Magdaleno made a motion to accept the policy as stated; seconded by Member Davis. Roll call vote: Debra DeGraw (yes), Marcus Magdaleno (yes), Sharon Davis (yes), Susie Plocher (yes), Jo Bradley (yes), John Kuhry (yes), Jitu Ishwar (yes), Deb Kettner (yes), Jennifer Seward (yes) and Bernadette Byrne (yes).

XV. MILEAGE REIMBURSEMENT & COMPANY CAR DISCUSSION—

- 1) Executive Director Haugen presented the current MCTC Travel Policy and the IRS Policy on Mileage Reimbursement. Haugen explained that to stay within the legal guidelines, the organization is required to reimburse staff for mileage. Haugen continued to recommend that the Policy Committee review and revise the current travel policy to reflect this change. No further action was taken at this time.
- 2) Haugen presented the pros and cons of leasing verses the purchase of a vehicle. Member Kuhry and Member Seward recommended the purchase of a vehicle. There were questions regarding the ownership of a vehicle under the Business Improvement District Law. Haugen explained that he reached out to John Lambeth's office (the creator of the law) and they explained that they didn't recommend it, but a vehicle is not consider a major asset and is allowable under the law, as long as it is used for company purposes. More discussion and resolution came out from this topic. The resolution given from Member Magdaleno and Member Kuhry was to document all the mileage this fiscal year and then revisit at the end of the year for the new fiscal.

XVI. EXECUTIVE DIRECTOR PRIORITY DISCUSSION— Executive Director Haugen presented the following initiatives communicated to him during the hiring process for the executive director's position. He reported on some of the accomplishments thus far since his hire in July including the modified marketing plan, updated budget, the review and modification of the staffing

model and the strategic plan. Haugen continued requesting guidance from the board regarding the cannabis plan and office location. Member Kuhry shared with the board the draft action plan Haugen created and stated that the board wait until after the results of the county elections to review the plan. After discussion, it was consensus from the board that it would be in the best interest to the organization for the office locations to remain as is this fiscal year. Haugen continued to gain clarification on the MCTC Visitor Center Days & Hours. Member Kuhry asked Haugen to come to the next meeting with ideas regarding this issue. Haugen then continued to inform the board that it would be better time spent to promote First Fridays than spending time organizing it once a month. Haugen explained that 10-15 staff hours go into planning and executing, plus \$100-\$150 out of the budget each month. Haugen continued to state that he wants to phase out the retail end of the business as he feels that the organization is in direct competition with retailers in Fort Bragg. Member Davis and Member DeGraw both stated that this is not the mission and goal of the organization and would rather see time and resources spend on marketing and sales of the destination. Haugen explained that he would like to see the Fort Bragg space be used to help museums throughout the county with traveling exhibits to use the space. There was a positive response from the board, but no specific action taken.

XVII. FUTURE AGENDA ITEMS—

- Adventure Pass Discussion
- Board nomination & election update
- Conflict of interest policy
- Staff descriptions
- ED review
- 2014-15 Audit Report Recommendations
- MCTC Visitor Center Days & Hours of Operation

XVIII. NEXT MEETING- Wednesday, November 9, 2016 at 1 PM in Ukiah.

XIX. ADJOURN-The Chair adjourned the meeting at 4:18pm