



## **EXECUTIVE DIRECTOR DEPARTURE PLAN**

Prepared by Brent Haugen, *Executive Director*

## **BACKGROUND**

The purpose of this informational document is to assure a smooth transition for the board, staff and organization as the search for a new executive director is conducted. Directed by the Personnel Committee to be created by the current Executive Director, this document is important information for all parties involved to be informed.

The current Executive Director will serve in his role through March 31, 2017 and will be available to both the MCTC Board and VMC Team beyond that date to answer any questions. His personal contact information will be provided prior to his departure.

### **Posting for Interim Executive Director and Director**

The current Executive Director has agreed to assist the MCTC Board and SearchWide to post the open position for the Executive Director as needed. He has also agreed to assist the Personnel Committee to post the opening for the Interim Executive Director position if approved by the MCTC Board at the February 2017 meeting.

The current Executive Director created a list of sites and organizations to post one or both of the open positions. Currently the Executive Director's position is posted with Destination Marketing Association International, Destination Marketing Association of the West and California Travel Association.

**Destination Marketing Association of the West** | <http://www.dmawest.org/>

Cost: \$50 for members

**Destination Marketing Association International** | <http://www.destinationmarketing.org/>

Cost: \$250 (30-day posting)

**California Association of Nonprofits** | <http://www.calnonprofits.org/>

Cost: \$100 (45-day posting)

**California Travel Association** | <http://www.caltravel.org>

Cost: FREE

**HCareers** | <https://www.hcareers.com>

Cost: \$295

**Idealist** | <http://www.idealists.org/>

Cost: \$90

**Indeed.com** | <https://www.indeed.com/>

Cost: FREE

**Mendocino County Craigslist** | <https://mendocino.craigslist.org/>

Cost: FREE

**Mendocino County Chambers of Commerce**

Cost: FREE

## VISIT MENDOCINO COUNTY TEAM

### Your Team

\*Kathy Chacon, *Office Coordinator & Office Point Person for the MCTC Board*

- Full-time hourly staff
- Supports the MCTC Executive Director
- Coordinates
  - Accounts payable and receivable process
  - Notifications, agendas and supporting materials for MCTC Board Meetings
  - Updates to office procedures and the VMC staff handbook
  - Incoming mail
  - Vendor relationships
  - Exhibits at the Fort Bragg office location
- Fulfillment of visitor requests
- Updates & provides regular reporting (Team Report)

Daphne Haney, *Contract Bookkeeper*

- Part-time Contractor
- Processes accounts payable and receivable for VMC
- Updates QuickBooks
- Provides financial reports

Richard Strom, *Contract Sales Manager*

- Part-time Contractor
- Facilitates: Visitor Services Committee (creation & posting of agenda, taking minutes and reporting)
- Manages
  - Group sales for the organization include FIT, Group Leisure and the Meetings markets
  - VMC Collateral
  - Visitor Services for the County
  - VMC Consumer & Trade Shows
- Attends and represents VMC at consumer and trade shows
- Coordinates familiarization tours for FIT and group travel
- Updates & provides regular reporting (Team Report)

Luz Harvey, *Sales, Hospitality & Event Coordinator*

- Full-time hourly staff
- Facilitates: Festival Committee (creation & posting of agenda, taking minutes and reporting)
- Coordinates
  - Crab, Wine & Beer Festival, Almost Fringe Festival and Mushroom, Wine & Beer Festival
  - With the Sales Manager in the sales activities involving FIT, Group Leisure and the Meetings markets
  - Details and items needed for VMC Consumer & Trade Shows
- Updates & provides regular reporting (Team Report)

Alison de Grassi, *Contract Marketing & Communications Coordinator*

- Full-time Contractor
- Facilitates: Marketing Committee (creation & posting of agenda, taking minutes and reporting)
- Manages

- Marketing & Public Relations functions for VMC
- Content for the VMC website
- Assists in the creation of all press releases for the organizations
- Organizes familiarization tours for the press and travel writers
- Monitors all marketing and public relations activities
- Creates the written quarterly, semi-annual and annual reports, plus marketing and public relations plan
- Updates & provides regular reporting (Team Report, Marketing Report)

Vanlee Waters, *Tourism Marketing Assistant*

- Full-time hourly staff
- Coordinates
  - Changes to the VisitMendocino.com website
  - Updates to the calendar of events
  - And sends out the Bi-monthly calendar
  - Scheduling of outbound emails through MailChimp
- Assists the Marketing & Communication Coordinator in marketing & public relations activities
- Assists in the monitoring of all marketing and public relations activities
- Updates & provides regular reporting (Team Report, Marketing Report)

Tony Barthel, *Contract Social Media Coordinator*

- Part-time Contractor
- Manages the social media channels for VMC (Facebook, Instagram, Pinterest, Twitter)
- Creates monthly social media calendar
- Assists in online contests and promotions

**Staff Evaluations & Position Descriptions**

Since July 2016, the Executive Director has been conducting listening sessions with staff and contractors while updating position descriptions and conducting evaluations. All evaluations have been conducted and position descriptions updated with the hourly employees for VMC. Each are placed in each of their personnel folders, plus position descriptions are located in the Job Description folder on the company DropBox.

**Office Procedures**

It is the goal of the current Executive Director and the Office Coordinator to complete the office procedures document created for better efficiency and flow of office functionality. This will be available for all staff, contractors and any incoming candidates for Executive Director.

**Accounts Payable** – there will be a temporary process set up for accounts payable.

- Arrangements will be made with board members who also serve as signors on the account to sign checks in the interim, if an interim Executive Director is not in place prior to the departure of the current Executive Director.
  - A second signature will be required for any amounts over \$5,000

**Signors on the Bank Account**

The Finance Committee will be conducting a Bank Account audit in the month of February. This audit will update signors on the bank account in relationship to the officers on the board. This is also pertinent to the Accounts Payable process listed above to assure the payment process will not be disrupted in the transition.

## **2017-18 Budget**

The current Executive Director will guide the standing committees and MCTC Board through the 2017-18 Budget process. Finalization of the budget will be determined by the full MCTC Board.

## **Strategic Plan**

The current Executive Director will guide the organization and MCTC Board through the strategic planning process with the Coraggio Group. Finalization of the strategic plan will be determined by the full MCTC Board.

## **Contracts & Agreements**

- **Marketing Agency** – although not required, but the current Executive Director will help guide the process of the professional marketing agency this fiscal year. Finalization of this contract will be determined by the full MCTC Board.
- **Public Relations Agency** – the current Executive Director will assist in the contract negotiation process with Koli Communications. This contract will be reviewed by the Marketing Committee at their February meeting and then a recommendation on the next steps will go to the full MCTC Board.

## **Reporting**

- **BID Advisory Report** – the current Executive Director and Marketing & Communications Coordinator will continue to assist the BID Advisory Board with information and feedback on the basis for the VMC team. I would recommend this report continue to be filled out by the team and reported monthly to the MCTC Board.
- **Marketing Report** – an Excel document has been created with all of the marketing currently conducted by VMC. I recommend for both the Marketing & Communications Coordinator and the Tourism Marketing Assistant to keep this report up-to-date. This report should be provided for both the monthly Marketing Committee and MCTC Board Meetings.
- **Team Report** – an Excel document has been created with measurable activities for the VMC staff and contractors. I recommend for the team to continue to fill out this document for the purpose of regular reporting to the board as well as for the quarterly, semi annual and annual reports.

## **Organizational Calendar**

The organizational calendar is a document that will assist both the board and the Executive Director on planning and calendaring happenings for the organization. It will enable each entity to plan and organize activities prior to and during the fiscal year.

This document has been updated for both the board and incoming interim or permanent Executive Director. This document is located on the company DropBox in the folder labeled Calendar.

## **Notes for Interim Executive Director**

The current Executive Director will leave a series of notes for any new Executive Director candidate. This information will be shared with the MCTC Board Chair and Office Coordinator for institutional knowledge and transparency.