



## **MENDOCINO COUNTY TOURISM COMMISSION, INC.**

### **BOARD OF DIRECTORS AGENDA**

**DATE:** Tuesday, August 15, 2017 **TIME:** 12:00 PM

**PLACE:** 345 N. Franklin St., Fort Bragg CA 94537

**CALL-IN LOCATIONS:** 390 West Standley Street, Ukiah CA: 62-2308 Kanehoa St, Kamuela, HI 96743  
1055 North State Street:

**GoToMeeting Link:** <https://global.gotomeeting.com/join/346345213>

**Call In Number:** +1 (646) 749-3131 **Access Code:** 346-345-213

*\*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**

**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**

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. Approve Minutes from July 11, 2017 Meeting
- b. Approve June Financials

**VI. TRADEMARK UPDATE:**

- a. ACTION ITEM: APPROVE TRADEMARK PROPOSAL

**VII. EXECUTIVE DIRECTOR REPORT**

- a. Strategic Plan Update
- b. Foreign Sales Missions Report
- c. BOD/BID Board Seat Recruitment Update

**VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**

- a. Organizational Development Committee Chair Report

**IX. MARKETING COMMITTEE UPDATE**

- a. Marketing Committee Chair Report

**X. FINANCE COMMITTEE UPDATE**

- a. Finance Committee Chair Report

**XI. PERSONNEL COMMITTEE REPORT**

- a. Personnel Committee Chair Report

- XII. FESTIVAL COMMITTEE UPDATE**
  - a. Festival Committee Chair Report
  
- XIII. VISITOR SERVICES COMMITTEE UPDATE**
  - a. Visitor Services Chair Report
  
- XIV. CANNABIS TASK FORCE UPDATE**
  - a. Cannabis Task Force Chair Report
  
- XV. FUTURE AGENDA ITEMS**
  - a. Civitas Advisors Invite to Sept BOD meeting
  - b. Visitor Services Committee to draft a pilot program for cross promotion at/of festivals.
  - c. Update on Visit Fort Bragg RFP
  
- XVI. NEXT MEETING**
  
- XVII. ADJOURN**