

# MENDOCINO COUNTY TOURISM COMMISSION, INC.

## BOARD OF DIRECTORS MINUTES

DATE: Tuesday, September 12, 2017 TIME: 1:00 PM

PLACE: Council Chambers at 111 E Commercial Street, Willits CA



### I. CALL TO ORDER -

II. **ROLL CALL** – Present: Chair Kuhry, Members Bradley and Seward. Via call in: Members Davis, Magdaleno, Byrne, Ishwar, Rodriguez. Staff present: Executive Director Humason and Kathy CodyChacon, Contractor Alison de Grassi and from the public, BID Advisory Member Wendy Roberts; City of Ukiah/Visit Ukiah Members Shannon Riley and Kerry Randall and CEO Willits Chamber Member, Alison Findley

### III. CHAIR'S COMMENTS - None

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. **ACTION ITEM:** Approve Minutes from August 15, 2017 Meeting. Motion to approve minutes by Member Seward, second motion by Member Byrne. **Motion Approved 7-0.**

VI. **CITY OF UKIAH PRESENTATION:** Ukiah on Ice is requesting \$10,000 Platinum Level sponsorship for 2017 downtown ice skating rink. City of Ukiah/Visit Ukiah members Shannon Riley and Kerry Randall gave a presentation to the Board regarding the 2017 Ukiah on Ice skating rink requesting VMC sponsorship. City of Ukiah/Visit Ukiah would like to see this as a shoulder season signature event for Ukiah and the Ice Rink will be in combination with the Truckers Light Parade, the Downtown Tree Lighting, Craft Fair with Carolers and an appearance by Santa. The Ice Rink will be 20 feet larger in size and is expected to draw crowds, present substantial exposure for sponsors and fosters community pride. Member Seward motion to approve a \$5,000.00 sponsorship, Member Ishwar seconds. There was much discussion about marketing, promoting, discount packages for lodging and how this event can be self-efficient in the future. Executive Director Humason to create a measurement to track the in kind amount in promotions.

a. **ACTION ITEM:** Approve or modify request for sponsorship - Member Seward amended her motion to sponsor Ukiah on Ice for a monetary amount of \$5,000.00 and with an additional \$5,000.00 in kind amount for assistance in promoting, Member Ishwar seconds. **Motion Approved 7-0.**

### VII. EXECUTIVE DIRECTOR REPORT

- a. Strategic Plan Update – Executive Director Humason gave an update on VMC's strategic plan and the progress Team VMC has made to date. A partner's newsletter has been created and will be sent out. Team VMC is moving ahead with the Hotel Adoption Program whereas VMC staff will visit lodging partners and begin building deeper relationships with them. A Read only access to the strategic plan software application, Trello to Board members will be provided so progress can be monitored.
- b. BID/MCTC Board Seats Update – Executive Director Humason gave an update on the Board seats that are available on both the MCTC Board and the BID advisory Board. On the BID Advisory Board there are two seats open and there are four seats open on the MCTC Board. Discussion centered on recruitment and Chair Kuhry suggested reaching out to Leadership Mendocino for potential candidates. Deadline for elected lodging seats is October 31 and in November the Board should have notification of those results. MCTC will be nominating and vetting the applicants and will submit those nominations.
- c. **ACTION ITEM:** Approve VMC's 4<sup>th</sup> Quarter Report – Report not approved.
- d. **ACTION ITEM:** Approve VMC's 2016/17 Annual Report – Report not approved.

**VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**

- a. Organizational Development Committee Chair Report – None.

**IX. MARKETING COMMITTEE UPDATE**

- a. Marketing Committee Chair Report – Chair was unavailable. Contractor Alison de Grassi gave an update on the Committee. Marketing Committee met with Theory SF last Tuesday for website development and the discovery phase is in process.

**X. FINANCE COMMITTEE UPDATE**

- a. Finance Committee Chair Report – Finance Committee met two weeks ago. 2015/2016 audit is complete and 2016/2017 audit will begin shortly. Committee will be meeting with County Liaison's in October to discuss new payment schedule and various reporting procedures and requirements.
- b. July Financials – Chair Kuhry gave an update stating July financials have been tabled until some clarification from County Liaison's regarding reporting procedures and requirements has been obtained concerning the reporting of retained earnings/carryover.
- c. MCPF Report out – Chair Kuhry reported on Mendocino County Promotional Foundation. MCPF was created for fundraising and grant purposes and the Committee has agreed to keep MCPF active in the event MCPA needs to utilize these capabilities for Cannabis tourism promotion.

**XI. PERSONNEL COMMITTEE UPDATE**

- a. Personnel Committee Chair Report – Chair Kuhry gave an update. The Personnel Committee met today and reviewed various reports that has been accepted to go to the Board for final approval. Reports include VMC Employee Handbook, VMC Whistleblower Policy, VMC Injury and Illness Prevention Policy and VMC's Grievance Policy. Committee also outlined the bonus structure for the Executive Director and will also go to the Board for final approval. Committee will also conduct a 3-month review of the Executive Director.

**XII. FESTIVAL COMMITTEE UPDATE**

- a. Festival Committee Chair Report – Member Byrne gave an update on the Festival Committee. Mushroom Wine & Beer Festival is moving along and the signature event will be the Inaugural Home Brew Festival that will be held in Ukiah.

**XIII. VISITOR SERVICES COMMITTEE UPDATE**

- a. Visitor Services Chair Report – None.

**XIV. CANNABIS TASK FORCE UPDATE**

- a. Cannabis Task Force Chair Report – Chair was not in attendance. Chair Kuhry gave a report outlining the draft letter requesting MCPA to take on the task of cannabis tourism.
- b. Policy Letter of Recommendation
- c. **ACTION ITEM:** Approve Cannabis Policy Recommendation to transfer responsibility for management and coordination of cannabis tourism efforts from MCTC to MCPA. – Motion to approve by Member Magdaleno, Chair Kuhry seconds. Discussion centered on cannabis tourism and how it relates to the Mendocino County Promotional Alliance in terms of agriculture and that MCPA would be a good home for this type of tourism promotion. Modifications to the letter consists of omitting item 4 that outlines VMC Strategic Plan in relation to cannabis tourism. Member Magdaleno amended his motion to approve the letter with item 4 removed, Chair Kuhry seconds. **Motion Approved 7-0.**

**XV. FUTURE AGENDA ITEMS**

- a. **Civitas Advisors Presentation**

**XVI. NEXT MEETING – October 10, 2017 in Fort Bragg.**

**XVII. ADJOURN – Meeting adjourned at 3:03PM**