

# MENDOCINO COUNTY TOURISM COMMISSION, INC.

## BOARD OF DIRECTORS MINUTES

DATE: Wednesday, October 25, 2017 TIME: 1:00 PM

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

*\*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** – Meeting called to order at 1:01 P.M.
- II. **ROLL CALL** - Members Kuhry, Davis, Bradley, Dym present. Members Magdaleno, Byrne, Ishwar and Rodriguez by call in. Staff present; Executive Director Humason, Kathy CodyChacon. VMC Contractor Alison de Grassi and members of the public Russell Quinan and Chip Sheean from Theory SF.
- III. **CHAIR’S COMMENTS** - Chair Kuhry, our hearts go out to those who are suffering from loss due to the fires and would like to see a coordinated effort with other communities to leverage resources for recovery.
- 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.  
Member Bradley voiced concern regarding the VMC Chamber Mixer held at a specific lodging property and points out that the business of VMC is not to promote lodging but rather to promote the County at large and that VMC should be focused on promoting the recovery from the recent fires which have impacted everyone throughout the County and business resources should be pooled together for this purpose.
- V. **ACTION ITEM:** Approve Minutes from September 12, 2017 Meeting. - Motion to approve minutes by Member Davis and second by Member Dym. **Motion Approved 8-0.**
- VI. **MARKETING COMMITTEE UPDATE**
  - a. **Marketing Committee Chair Report** - Member Dym introduced Theory SF, Marketing agency members Russell Quinan and Chip Sheean.
  - b. **Presentation by Theory SF of proposed New Marketing Platform Concept and Logo for VMC** – Russell and Chip presented the final conceptals of the new marketing platform for VMC and the new VMC logo. The next phases will include implementation, adding specific area photos and polishing.
  - c. **ACTION ITEM:** Approve New Marketing Platform Concept and Logo for VMC - Motion to approve final Marketing Platform concept and logo by Member Bradley, second by Member Davis.  
**Motion approved 8-0.**
- VII. **EXECUTIVE DIRECTOR REPORT**
  - a. VMC Website - Executive Director Humason opened his update on VMC’s Strategic Plan with data concerning the new VMC website redesign. Chair Kuhry called for this topic to be an emergency item added to the agenda as item 7a. Motion to add this item by Member Dym, second by Member Davis.  
**Motion Approved, Item Added, 7-0.**  
Executive Director Humason proposed reallocating funds to the website redesign. Motion to approve by Member Bradley, motion second by Member Rodriguez. There was discussion over the latitude the Executive Director has within the budget. **Motion to reallocate funds to website redesign. Approved 6-2.**
  - b. Strat plan update – Executive Director Humason gave an update on the Strategic Plan. In October, MCTC BOD approved the recommendation that MCPA take responsibility for cannabis tourism. Next step is for the MCPA Board to meet and consider its course of action. Team VMC has started a bi-monthly newsletter and Executive Director Humason has been meeting with stakeholders regularly. TSF completed promos for the mushroom festival that should yield high results.

- c. BID/MCTC Board Seats Update - Executive Director gave an update on both the BID and MCTC Board recruitment for opened seats. For the MCTC seats, Member Bradley and Rodriguez will be reapplying and there are no other applicants for those seats and no election is needed. Member Magdaleno will not be re-applying and there are two applicants who have applied. The county will conduct interviews mid-November. Member Ariosta sold her brick and mortar restaurant but retained the catering and food truck sections. The Board of Supervisors will need to make the decision if her current ownership is within the parameters for the current position she holds on the MCTC Board. For the BID Advisory seats, Wendy Roberts, Guy Pacurar and John Dixon is reapplying. Executive Director Humason has suggested that Member Magdaleno would be a good fit for the BID Advisory for the one seat they have available.
- d. **ACTION ITEM:** Approve VMC's 4<sup>th</sup> Quarter Report DRAFT – Chair Kuhry recommended changes to be made about the beginning statement that the Marketing plan strategic goals are to increase overall visitation, length of stay, and visitor spending. These statements should be quantified/clarified within the report. Motion to approve with recommended changes by Member Magdaleno, second by Member Ishwar. **Motion Approved 7-0.**
- e. **ACTION ITEM:** Approve VMC's 2016/17 Annual Report DRAFT – Motion to approve by Member Davis, second by Member Dym. There was discussion that the report does not state that we have chosen our new logo and the report should state so. Further discussion centered on the goals and the lack of metrics. **Motion Approved 8-0.**

#### VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

- a. Organizational Development Committee Chair Report - Member Davis stated that Organizational Development will be meeting to begin planning the Board Training Session in February.

#### IX. FINANCE COMMITTEE UPDATE

- a. Finance Committee Chair Report – Member Magdaleno gave an update on the Finance Committee. Committee met yesterday and conduct standard operating responsibilities in reviewing credit card statement, reimbursed expenses and budget overview. Mendocino County Treasurer Lloyd Weer and County Treasurer Shari Schapmire were in attendance and answered questions concerning the new County pay schedule and areas this may have impact. 2015/16 audit is final and VMC's CPA, Joe Arch will be in attendance in the Finance Committee Meeting in November to give a report out and this item will be coming to the Board for approval in December. The 2016/17 is underway. Details over the new quarterly payment schedule will be outlined in the Board meeting held in December and bookkeeper, Daphne Haney will provide a historical retained earnings document as well.
- b. **ACTION ITEM:** APPROVE 1<sup>st</sup> Quarter Financials – Motion to approve by Member Dym, second by Member Bradley. **Motion Approved 8-0.**
- c. **ACTION ITEM:** APPROVE 2015/16 Audit – This item has been tabled. Due to the fires the 2015/16 have not been reviewed by the Finance Committee. Finance Committee will be reviewing this item in their November meeting and item will go to the Board for approval in December.
- d. **ACTION ITEM:** APPROVE 2016/17 Financials - Motion to approve by Member Davis, second by Member Dym. **Motion Approved 8-0.**

#### X. PERSONNEL COMMITTEE UPDATE

- a. Personnel Committee Chair Report - Chair Kuhry gave an update. Personnel Committee met and formed an outline of the goals and bonus criteria for VMC's Executive Director for the next 6 months commencing on June 12<sup>th</sup>. The Committee will also be conducting a 6-month review.
- b. **ACTION ITEM:** Approve MCTC Executive Director Goal & Bonus Criteria – Motion to approve by Member Davis, second by Member Byrne. **Motion Approved 8.0**

**XI. FESTIVAL COMMITTEE UPDATE**

- a. Festival Committee Chair Report – Member Byrne gave an update on the Festival Committee. Mushroom Festival will begin soon. There are 50 special events and only 4 have been canceled due to the fires. There are over 30 participants for the Home Brew Fest and an overview of the PR. The Committee is still searching for judges for the 2018 Crab Cake Cook Off and the brochures have gone to press and will be ready for distribution by Thanksgiving.

**XII. VISITOR SERVICES COMMITTEE UPDATE**

- a. Visitor Services Chair Report – Staff member Richard Strom gave an update on the Visitor Services Committee. Committee members have met with Ukiah about their new tear off maps. VMC will be conducting an emergency printing of the Visitor Guides to get through until all print collateral is redone with the new marketing concepts.

**XIII. CANNABIS TASK FORCE UPDATE**

- a. Cannabis Task Force Chair Report - Member Dym reiterated the MCPA taking over the PR and tourism for cannabis and is trying to pull that Board together for a formal meeting.

**XIV. FUTURE AGENDA ITEMS**

- a. **Website proposal**
- b. **Civitas rescheduling for January 2018**
- c. **High Dollar Money Request Policy – policy, processes and protocol**

**XV. NEXT MEETING - Nov 14<sup>th</sup> in Ukiah**

**XVI. ADJOURN**