



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MINUTES

DATE: Tuesday, November 14, 2017 **TIME:** 1:00 PM

PLACE: 390 West Standley Street, Ukiah 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 – 1:09 P.M.**
- II. **ROLL CALL** – Members Kuhry, Magdaleno, Bradley, Ariosta, Byrne present. Members Davis, Dym, Ishwar and Seward from call in locations. Members of VMC Staff, Executive Director Humason, K CodyChacon and Contractor Alison deGrassi present. Alyssum Wier, Pauline Zamboni, Alison Findley from the public present.
- III. **CHAIR’S COMMENTS** – Chair Kuhry would like to remind everyone that all Board members must sit on committees as there will be a great need for participation and to please remember no out of turn speaking.
- 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 Magdaleno pointed out that all chair seats for committees are voted on and hopefully more involvement will be seen. Alyssum Wier, the Executive Director of The Arts Council, was in attendance and gave a summary of items that the Art Council is involved with and how they are communicating to visitor’s through the unique art of Mendocino County.
- V. **ACTION ITEM:** Approve Minutes from October 25, 2017 Meeting. – Member Magdaleno motions to approved and Member Byrne seconds. **Motion Approved 9-0.**
- VI. **EXECUTIVE DIRECTOR REPORT**
 - a. **Strat plan Trello** – Executive Director Humason gave an update on all 9 initiatives of the VMC Strategic Plan.
 - Initiative 1** – The elements for new branding is in place and a strategy with Koleen Kelly is underway. Visit CA is putting all their efforts into the post fire counties and marketing thereof. VMC will be officially rolling out the new branding in March and road shows will follow. Hotel Adoption Program is underway.
 - Initiative 2** - VMC needs to have information on occupancy and daily rates. This will help to improve data-driven decision making through increased participation from our partners.
 - Initiative 3** – VMC staff has conducted an inventory of DMO’s and what they do/provide. VMC will be able to finalize metrics and are celebrating our successes and placing that information out there to our partners in our new bi-monthly Newsletter.
 - Initiative 4** – VMC is in the process of a complete web redesign and a proposal is forthcoming.
 - Initiative 5** – This is essentially outreach on the part of VMC. We are auditing and rebuilding Regional itineraries with our gateway neighbors such as Oakland.
 - Initiative 6** – The Hotel Adoption Program is designed to continually and proactively educate and communicate with our stakeholders. Executive Director Humason continues to meet with various constituents and local government officials and those contacts have now been added to our mailing lists.
 - Initiative 7** – This is also part of our new branding and web redesign with Theory SF. VMC will also be hosting two events, at coastal and inland locations, in May for National Tourism Month. VMC is gearing up with a master swag list to facilitate with Mendocino County’s new brand awareness.
 - Initiative 8** - Chair Kuhry suggested to reach out and lobby the supervisors of the County for event permit data and to leverage that information for beneficial tourism activities and events.
 - Initiative 9** – With our cannabis initiative, VMC has recommended MCPA to take charge of this to explore, influence and shape potential cannabis tourism in Mendocino County.

- b. Update on New VMC Website Design – Executive Director Humason gave an update on the new VMC web redesign and highlighted some new features. Theory SF will be presenting a website presentation to the Board once ready. There was much discussion regarding business owners content and how that is gathered and about the calendar and restaurant searching.
- c. BID/MCTC Board Seats Update - Director Humason gave an update on the BOD/BID available seats. Member Magdaleno will not be reapplying for his position on the MCTC Board and there are two applicants for that seat and the interview process will be beginning soon. There is also one seat available on the BID Advisory Board and Member Magdaleno is encouraged to apply for that seat. There is also one other applicant for this BID Advisory Board seat.
- d. **ACTION ITEM:** Approve 1st Quarter Marketing Report – Chair Kuhry noted that this report does not outline any form of measure of what VMC has done with regards of progress towards VMC’s goals that are outlined in this report and would like to see the quarterly report modified to include this information going forward. Motion to approve by Member Dym, second by Member Ariosta. **Motion Approved 5-2.**

II. **MARKETING COMMITTEE UPDATE**

- a. Marketing Committee Chair Report – Contractor Alison de Grassi gave an update on the marketing committee. The committee met with Theory SF in October and reviewed the Mushroom Festival digital campaign that was very successful with 730,000 impressions and 11.6 click through rate. VMC had to move our site to another server due to high traffic volume. A survey for the Mushroom Festival will be rolled out soon. The Crab Festival brochure is at the printers and a digital campaign for that is planned as well.

VII. **ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**

- a. Organizational Development Committee Chair Report – Organizational Development will be meeting on Monday. Planning for the Board Training day will be discussed as well as the roll out of the organizational development calendar on Trello.

VIII. **FINANCE COMMITTEE UPDATE**

- a. Finance Committee Chair Report - Member Magdaleno gave an update on the finance committee. CPA, Joe Arch will attend the next finance committee meeting in December. Topics will include both the 15/16 and the 16/17 audits, Q&A about P&L structure, reserve contingency and financial reporting. Member Magdaleno also gave a summary on the committees visit with County liaison’s Shari Schapmire and Lloyd Wier and outlined the new quarterly payment structure that the County has moved to and the impact of this move on VMC’s financial reporting.
- b. **ACTION ITEM:** Approve VMC Late Payment Policy - This item is not approved, the Board suggested a rewording of verbiage under the due date paragraph. This policy to go back to the finance committee for revision.

IX. **PERSONNEL COMMITTEE UPDATE**

- a. Personnel Committee Chair Report – Chair Kuhry gave an update on the personnel committee. Committee met early today and reviewed VMC employee handbook, whistleblower policy, IIPP Policy and grievance policy. Committee approved all documents but requested to have the IIPP and Whistleblower policies to be vetted by legal prior to coming to the Board for approval. The committee will be conducting a 6th month review for Executive Director Humason.

X. FESTIVAL COMMITTEE UPDATE

- a. Festival Committee Chair Report – Member Byrne gave an update on the festival committee. The online digital Mushroom Festival campaign was a great success and events saw an increased up-tick in sales and interest. There are plans to do another digital campaign for the Crab Festival as well and the committee has already seen more event participants up from last year. The committee is also putting together a tool kit for getting new and existing events off the ground.

XI. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Chair Report - None.

XII. CANNABIS TASK FORCE UPDATE

- a. Cannabis Task Force Chair Report – MCPA is organizing a meeting to consider the recommendation of taking on cannabis tourism for the County.

XIII. FUTURE AGENDA ITEMS

- a. Civitas rescheduling for January 2018
- b. High Dollar Money Request Policy – policy, processes and protocol
- c. Treasurers report from Finance Committee
- d. Structure of quarterly reports.

XIV. NEXT MEETING – December 12, 2017, in Fort Bragg.

XV. ADJOURN 310pm.