

MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS MEETING MINUTES

DATE: Tuesday, December 12, 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

II. **ROLL CALL – Members Kuhry, Davis, Bradley, Dym present; Via phone, Members Magdaleno, Ariosta and Byrne. Staff present, Executive Director Humason**

III. **CHAIR’S COMMENTS –** This will be the last meeting with this current Board. Next meeting, we will be welcoming a new member.

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. 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.

No Comment from public. Member Dym suggested an emergency addition to the agenda for BID appointment seats under VI, c. Member Dym motioned and Member Bradley seconds. Motion Approved 6-0.

V. CONSENT AGENDA ITEMS

- a. **ACTION ITEM:** Approve Minutes from November 14, 2017 Meeting.
- b. **ACTION ITEM:** Approve VMC Late Payment Policy
- c. **ACTION ITEM:** Approve Treasurer’s Report for 11/14/17 MCTC BOD Meeting
Member Dym motions to approve consent agenda items, Member Ariosta seconds.
Motion Approved 6-0.

VI. EXECUTIVE DIRECTOR REPORT

- a. VMC Office Update – Executive Director gave an update on the activities within the VMC office. The Trademarks are moving forward with “Visit Mendocino County” being accepted by the examiner and “Wilderness, Waves, Wineries” was rejected by the examiner because there is nothing to indicate that it is used “in commerce” to promote tourism. The office will be moving to a new database called File Maker. All lights in the office have been replaced and talks with the owner of a new face lift for the building after the rebranding is in progress.
- b. Strategic Plan Update - Executive Director Humason gave an update on the VMC Strategic Plan and what type of metrics should be established to track, capture and report on progress with our partners. MCPA will be meeting on December 27 at 1 PM in Ukiah to discuss cannabis initiatives. Chair Kuhry inquired after the Ukiah Ice Rink, Executive Director Humason outlined the hotel incentive that offered complimentary tickets to those lodging partners that participated.
- c. BID/MCTC Board Seats Update – There was much discussion over the BID seats processes. Executive Director Humason has been in contact with Linda VanHaugen at the County and was informed that there were questions regarding the processes and that the slate for the seats have been moved to January. MCTC’s Board vacancy has two applications to consider and interviews will be held in January.
- d. **EMERGENCY ACTION ITEM: Approve BID Slate nominees;** Nominations include, John Dixon, Wendy Roberts, Roshan Patel and Marcus Magdaleno. Member Dym motions to approve the BID Slate nominees. Member Davis seconds. **Motion Approved 6-0.**

VII. MARKETING COMMITTEE UPDATE

- a. Marketing Committee Chair Report – Member Dym gave an update on the Mushroom Festival and the metrics on the online digital campaign. Results were outstanding and plans to implement a digital campaign for the Crab Festival is in the works along with a new landing page to compensate for the higher online traffic.
- b. **Requested Discussion:** Feedback on proposed Quarterly Report Format – Member Dym opened discussions regarding the format of the report. Conversation centered upon metrics and measurables and how it should tie into the strategic plan. This topic has been tabled and the Board will deliberate at their next meeting.
- c. Theory SF Website Design Presentation – Executive Director Humason gave an update on the process of website design and brand campaign. Russell from TSF expanded upon promotion ideas and raising the awareness of Mendocino County.

Please note: the website creative is not final. This is an opportunity for Board Members to see progress and offer input.

VIII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE

- a. Organizational Development Committee Chair Report – Member Davis reported on the progress of the Annual Board Training Day. Location will be at the Gualala Arts Center this year and a deposit has been placed. Catherine Marshall will be returning this year as the facilitator and will build upon last years progress. Staff/contractors will be included for half of the day for team and Board member building.
- b. Organizational Development Calendar on Trello – Executive Director Humason gave an overview of the organizational calendar. This calendar outlines important business items that must be completed on an annual basis including, but not limited to, MCTC/BID Board Seat processes, Quarterly and Annual Reports and County Contract renewal.

IX. FINANCE COMMITTEE UPDATE

- a. Finance Committee Chair Report – Chair Kuhry gave an update on the last finance committee's meeting and explained the proposed changes from VMC's CPA, Joe Arch concerning the previous year's carry over and the contingency fund. Committee also reviewed and recommended for approval the 2015/16 Audit and revised VMC's financial statements with the proposed changes. Committee also discussed a budget line item for Emergency Marketing Fund. This idea stemmed from the recent fires and the much-needed marketing for the County to bring in visitors.
- b. **ACTION ITEM:** Approve October Financials - Member Dym motioned to approve and Member Bradley second. **Motion Approved 6-0.**
- c. **ACTION ITEM:** Approve 2015-16 Audit - Member Dym motioned to approve and Member Bradley second. **Motion Approved 6-0.**

X. PERSONNEL COMMITTEE UPDATE

- a. Personnel Committee Chair Report – Chair Kuhry gave an update on the Personnel Committee. Executive Director Humason's six-month review is due and information will go out.
- b. **ACTION ITEM:** Approve VMC's Injury & Illness Prevention Program – Member Bradley motions to approve and Member Byrne seconds. **Motion Approved 6-0.**
- c. **ACTION ITEM:** Approve VMC's Employee Handbook – Member Ariosta motions to approve and Member Davis seconds. **Motion Approved 6-0.**

XI. FESTIVAL COMMITTEE UPDATE

- a. Festival Committee Chair Report – Member Byrne gave an update on the festival committee. Committee members reviewed three grant funding applications. Taste of Mendocino's application was approved as well as the application for AV Wine Growers for the Pinot Festival. Crab Festival is moving

forward and the selection of judges for the cook off is underway. Committee is currently brainstorming for the Almost Fringe Festival that will be held in April.

XII. VISITOR SERVICES COMMITTEE UPDATE

- a. Visitor Services Chair Report – Executive Director Humason gave an update on the Ukiah map that is in the works and some street revisions are in progress.

XIII. CANNABIS TASK FORCE UPDATE

- a. Cannabis Task Force Chair Report – Member Dym reiterated the meeting information with MCPA and the location of that meeting is the Travelodge in Ukiah on December 27, 2017 at 1 PM.

XIV. FUTURE AGENDA ITEMS

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

XV. NEXT MEETING – January 9, 2018 in Ukiah.

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