



## MENDOCINO COUNTY TOURISM COMMISSION, INC.

### BOARD OF DIRECTORS MINUTES

**DATE:** Tuesday, April 11, 2017 **TIME:** 1:00 PM

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

**CALL-IN LOCATIONS:** 390 West Standley Street, Ukiah, CA; 1055 North State Street, Ukiah, CA; 62-2308 Kanehoa St, Kamuela, HI 96743; 101 Gregory Lane in Willits

- I. **CALL TO ORDER** – Chair called meeting to order at 1:03pm
- II. **ROLL CALL** – Members Kuhry, Magdaleno, Bradley, Ariosta, Byrne, Dym and Kettner in attendance. Staff members are Executive Director Humason and Kathy CodyChacon. BID Advisory Members Roberts and Zamboni
- III. **CHAIR'S COMMENTS** – Cannabis Committee met and discussed adding cannabis related businesses to the directory similar to pet friendly travel. A more formal proposal will be presented to the Board for approval following the next cannabis committee meeting.  
Welcome new Executive Director Humason! We are happy to have you!
- IV. **PUBLIC COMMENT ON NON-AGENDA ITEMS** – Member Magdaleno requested to have attendee responses mandatory to ensure a full quorum. Also, noted, full board packets will not be available unless requested. BID Member Roberts requested to be included in the BOD invite as well as BID Member Zamboni.
- V. **APPROVE MINUTES FROM MARCH 2017 MEETING** – Member Magdaleno motions to approve the minutes from March 14, 2017 with an added addendum editing the members list of the Visitor Services Committee to exclude staff and the executive director. Member Dym seconds. **Motion approved 7-0.**
- VI. **BOARD ANNOUNCEMENTS** – Standing item for open discussion on topics/issues that arise in the interlude prior to meeting taking place and agenda being posted.
  - a. ACTION ITEM:  
VMC Membership Policy – Member Magdaleno motions to approve policy and Member Byrne seconds. Member Bradley suggested to add this to the new Executive Directors duty to re-draft as necessary and resubmit to the Board for approval. Member Magdaleno withdrew the motion to approve.  
Member Rodriguez joined the meeting.
- VII. **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.*  
Member Bradley would like to pull from consent agenda the budget due to previous changes that were requested. Chair asked for a motion to approve all consent items with the exception of item b, Member Dym motioned, Member Magdaleno seconds. **Motion approved 8-0.**
  - a. Approve February Financials
  - b. Approve 2017-18 Budget - Member Bradley discussed the projected BID assessment increase of 5% in lieu of 3%. Member Dym suggested that the new Executive Director to have a chance to look at and modify the budget. Member Magdaleno brought up that the deadline for the budget to the BID is paramount. Member Seward commented on issues concerning the print collateral. Executive Director Humason spoke about the issues with the print collateral and how the redesign of the visitor's guide will change that. Chair Kuhry reminded all that the revenue projections are the main issue as well as the changes in personnel. There was much discussion about the deadline and when the budget can be approved so it can move forward to the BID advisory and the BOS. Member Dym motions to have the

Executive Committee and Executive Director to regroup, review, modify and approve final budget.  
Member Kettner seconds. **Motion approved 8-0.**

c. Approve Redwood Coast Chamber Agreement

**VIII. WELCOME THE NEW EXECUTIVE DIRECTOR** – Alan will full time join the VMC staff on June 12<sup>th</sup> and will be part time and remote until then. Weekly time commitments are 4 hours each day and will be physically back and forth between Yolo and Mendocino County.

**IX. MENDOCINO COUNTY LODGING BUSINESS IMPROVEMENT DISTRICT  
2017/18 ANNUAL REPORT DRAFT REVIEW**

Board provide feedback to the Executive Director on report by April 17, 2017 - There was much discussion and concern over the tone and subjective content contained within the report. Member Magdaleno went through his list of concerns that he wanted to be on record and are as follows: Page 1, Paragraph 1, need clarification over the phrase 'the 3 who have remained to complete this annual cycle.' Page 1, last paragraph 'A renewed emphasis on print produced largely disappointing results' Member Magdaleno stated this is an incorrect statement and offered to submit the previous executive directors report. Page 2, Paragraph 1 reads as follows; "This has posed a worrisome distraction from the Board's core work of overseeing the budget and monitoring marketing and promotion to ensure that funds are spent effectively, efficiently and equitable.' Member Magdaleno went on record that he completely disagrees with this statement as this Board has done both and did not get distracted. He further stated that the begin portion of this statement is subjective, Chair Kuhry agreed the wording is misleading. Member Magdaleno also stated an appreciation to the BID Advisory Boards hard work and diligence compiling this report and that it is very thorough and factual in most places however there are more than a few places that contain a very subjective views and inaccurate and nonfactual information. Next item of concern is on Page 4, 2<sup>nd</sup> Paragraph, Item B, that reads as follows; "In response to a recommendation in the FY 2016/17 BID annual report, an Ordinance change was approved by the BOS to allow nominations by the MCTC Board." Member Magdaleno stated that it was approved but it was never changed in the Ordinance, BID Member Roberts affirmed that was correct and Member Magdaleno commented that, that information should be stated very clearly and that the statement eludes that the MCTC Board can submit nominations which contractually it cannot. Member Magdaleno did not go through all items that are of concern but wanted to hit the major highlights on his list. Page 9, under Visitor and Constituent Services Goals, changing 'lodging members' to 'lodging owners' under consideration due to the uncertainty of the future of MCLA. On Page 11, Item D, Second Paragraph as follows; "It became evident that neither the MCTC Board nor the new Executive Director were fully aware that the BOS approved Budget and the MCTC approved annual Marketing Plan comprise the official roadmap for investment of BID funds." Member Magdaleno went on record stating that simply was not true and pointed out the budget listed in last year's BID report did not match the budget initially and that created a discrepancy from the start and offered to go through this after the meeting with BID Member Roberts. Chair Kuhry wanted to point out a statement within the same paragraph which reads "The MCTC Board and its Marketing Committee were further hampered in overseeing BID investments by lack of meaningful reports to track the impact and ROI..." and went on record to say he had asked for such reports and received an inadequate response as to whether these reports were done before. Also on Page 11, Last Paragraph, that reads as follows; "As in the past, an experienced MCTC contractor produced colorful Quarterly Marketing Reports to describe current programs..." the question of whether or not anyone else contributed to such 'colorful reports' or if it was the sole work of this experienced contractor which is how this read. BID Member Zamboni stated the contractor is MCTC and will clarify this statement. Page 14, 2<sup>nd</sup> Paragraph which reads "Despite challenges posed by the transition, VMC's solid foundation held and little by little over the past year, dripped balls have been retrieved, ducks coaxed back into rows, dykes repaired and general order re-established" These are not professional comments and ask the BID Advisory Board to please take an additional look at that. Page 18, 3<sup>rd</sup> Paragraph under Item B; Member Magdaleno doesn't believe these numbers are correct. BID Member Roberts agreed and affirmed it is due to the budget not

being approved as of yet. Member Magdaleno expressed that a Draft Budget is in existence and asked why that was not utilized. Page 23, 1<sup>st</sup> Paragraph, sentence reads “All nominees must be owners or operators of hotels within the District...” Member Magdaleno believes the term operators is very ambiguous needs to be clearer. Page 24, Item C, Section 2, sentence reads; “A second initiative on the same ballot, conditional on passage of the increase, designated a portion of the resulting revenue for a specific purpose.” Member Magdaleno asked if there was any data specifying what ‘specific purpose’ is being referred to and to have those purposes listed clearly. Also within the same paragraph the next following sentence reads “Indications are that Ukiah is likely to follow Fort Bragg’s lead.” Member Magdaleno asked if there was any evidence supporting this unsubstantiated statement and questioned if this report should even support this. and suggests it to be removed. The following sentence that reads “The BID Advisory Board respectfully suggest that it may be time for the County to place its own initiative on the ballot for a similar increase” Member Magdaleno personally feels that the BID should explain why is there is no guarantee that the money would be placed towards marketing. BID Members will make revisions and will be available for review.

**X. STRATEGIC PLAN**

a. Project Manager Discussion and Assignment. - Chair Kuhry acknowledged that the VMC’s Strategic Plan will need to have a Project Manager that resides on staff but is not the Executive Director. Chair has tasked this assignment to the new Executive Director for a selection of his choosing. Executive Director Humason will contact the Coraggio Group to get up to speed. Member Ariosta wanted to have a monthly report available to the Board and Staff Member CodyChacon gave an update of a living calendar that will have measured deliverables by date, by committee that will report on activity.

**XI. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**

a. Organizational Development Committee Chair Report -  
b. Board Training Update – Staff Member CodyChacon gave an update on the Board Training stating the facilitators for the Brown Act has fallen through and the Organizational Development Committee is currently reorganizing this training to be a part of the May meeting.  
c. MCTC Governance & Legal Documents Binder – Chair Kuhry suggested that all members bring with them to the May Training Meeting their old binder in exchange for the new and to also have this binder available online.

**XII. MARKETING COMMITTEE UPDATE**

a. Marketing Committee Chair Report - Member Dym gave an update on the Marketing Committee. Theory SF would like to set up intercepts at both coastal and inland properties. Member Dym said that 20,000.00 was added to the R&D and Theory would like authorization to spend this money in lieu of VMC. Executive Director stated that VMC can have oversight on this spending.  
b. Theory SF Strategy Phase I  
c. Marketing Report - With the BID no approved a definite plan has not been put into place. Crowdriff will be attending the Marketing Committee Meeting on May 2 and will present a demo. The Board has requested that the demo be sent to them.

**XIII. FINANCE COMMITTEE UPDATE**

a. Finance Committee Chair Report – Member Magdaleno gave an update on the Finance Committee that met on March 27<sup>th</sup>. Bank signer account updates are in progress. There was discussion of brining AP/AR in house and outsourcing payroll and has been tabled. Executive Director Humason will submit a recommendation when ready. Audit Risk Assessment was not ready to be reviewed as of it. Financial, credit card statements and reimbursements were reviewed and approved.

**XIV. PERSONNEL COMMITTEE REPORT**

- a. Personnel Committee Chair Report – Member Kuhry gave an update on the Personnel Committee. An exist interview was performed with former Executive Director Haugen and a cost analysis for the new Executive Director.

**XV. FESTIVAL COMMITTEE UPDATE**

- a. Festival Committee Chair Report - Member Byrne gave an update of the Festival Committee. There was a debrief with Tawny for the Crab Cake Cook Off and it was determined that 65% of attendees were from out of town and 11 states. Almost Fringe Fest has been getting a lot exposure and the Committee is discussing becoming more involved with the Whale Festival and bringing a Dog Festival to the area as well. Taste of Mendocino and the Almost Fringe Festival’s dystopian prom were both recipients of VMC’s grant funding.

**XVI. VISITOR SERVICES COMMITTEE UPDATE**

- a. Visitor Services Chair Report – Member Magdaleno gave an update on the Visitor Services Committee. An update on the green bags were discussed and primarily the budget was finalized and a high-level sales plan was also discussed

**XVII. EXECUTIVE DIRECTOR REPORT**

- a. Team Report – Executive Director Humason gave an update on his first Team Report. Data entry from previous shows has been a challenge and an outside person has been hired for that area. There was also discussion about mobile data conformity and Executive Director Humason would like to have a social media week to look at all data to see what VMC can and isn’t doing. Twitter was a topic of social platform that is not being utilized.

**XVIII. FUTURE AGENDA ITEMS**

- a. RESERVATION SYSTEMS FOR VISITMENDOCINO.COM
- b. MEETING CALENDAR W/ DUE DATES OF COMMITTEES DELIVERABLES
- c. Board Training

**NEXT MEETING May 10, 2017 and will be inland.**

**ADJOURN Member Dym motioned to adjourn and Member Magdaleno seconds.**