



**MENDOCINO COUNTY TOURISM COMMISSION, INC.  
BOARD OF DIRECTORS MINUTES**

**DATE: Tuesday, July 9, 2019 TIME: 1:00 PM-3:00 PM**

**PLACE: County of Mendocino Planning and Building Department 860 Bush Street, Ukiah CA 95482 and County of Mendocino Planning and Building Department 120 West Fir Street, Fort Bragg, CA 95437**

**\*CALL-IN LOCATIONS: Redwood Empire Fair Grounds at 1055 N State St, Ukiah CA 95482**

**CONFERENCE CALL NUMBER: 605-475-4000, access code 314482#**

\*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**

**1:06 PM**

**II. ROLL CALL**

<b>A. BOARD MEMBER</b>	<b>ATTENDANCE STATUS</b>		<b>TITLE</b>
John Kuhry (JK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair   At Large Member
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Vice Chair   Coastal Large Lodging Operator
Jennifer Seward (JS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Treasurer   Arts Organization/Attractions
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Secretary   Winery/Winegrower
Sharon Davis (SD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Mendocino Coast Chamber of Commerce/ Coastal Regional Promotional Organizational Member
Jitu Ishwar (JI)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Inland Large Lodging Operator
Jan Rodriguez (JR)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Inland Large Lodging Operator
Martha Barra (MB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Small Lodging Operator
Jay Epstein (JE)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Greater Ukiah Chamber of Commerce
Maegen Loring (ML)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Food & Beverage
Scott Connolly (SC)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Coastal Medium Lodging Operator
<b>B. STAFF MEMBER</b>	<b>ATTENDANCE STATUS</b>		<b>TITLE</b>
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Richard Strom (RS)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Director of Tourism
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Kathy Janes (KJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Assistant
Ramon Jimenez (RJ)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing and Sales Coordinator
Daphne Haney (DH)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Contractor/Accountant
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

**C. INTRODUCTION OF GUESTS**

See VI. Presenters  
Explore Ukiah | Executive Director, Una Wirkebau  
City of Fort Bragg | City Manager, Tabatha Miller

**III. CHAIR’S COMMENTS**

**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.  
JR – Willits hosted lunch for the Great Race. The oldest car present was a 1906 Buick. Great turn out.  
Shannon Riley – proud to announce Una Wirkebau is here to talk about the grant program and the merger of Visit Ukiah, the Ukiah Main Street Program and the Greater Ukiah Chamber of Commerce into a stronger organization.

## V. CONSENT AGENDA ITEMS ✓ Discussion ✓ Action 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.

- a. REVIEW/APPROVE Minutes 6/11/2019 Meeting | *See Attachment*
- b. REVIEW/APPROVE April 2019 Financials | *See Attachment*
- c. REVIEW/APPROVE May 2019 Financials | *See Attachment*

**CD made a motion to approve the consent agenda, BB 2<sup>nd</sup> the motion, roll call; all present approved, 4 absent**

## VI. Presentations: Partner Funded Organizations

### ✓ Visit Ukiah | Deputy City Manager, Shannon Riley

2018/19 \$7480.00 designed/developed a special event program, would fund 30% of the total budget up to as max of \$5000.00.

- \$3000.00 HomeBrew Festival for room rentals and advertisements
- \$5000.00 Ukiah Ice Rink
- \$3606.00 Redwood Metal Fest to host around the world guests

Visit Ukiah Paid Match/Short Falls

### ✓ Arts Council of Mendocino County | Executive Director, Alyssum Wier

Has a total budget of \$200k, including the 2018/19 VMC contribution of \$13,750.00. With its funding it (including but not limited to):

- Delivers a calendar showing organized life within Mendocino County
- Provides grants Artists in times of distress (example: distributed 32k during the fires)
- Funds Murals with in the County

### ✓ Mendocino Coast Chamber of Commerce & Visitor Center | CEO, Sharon Davis

2018/19 spending stalled due to the selling of their office building, \$7480.00 monies are slated for landscaping and porta potty in 2019/20 budget year. They did not have an ADA approved bathroom before and this with correct the issue and create a more welcoming and accessible place for their visitors.

### ✓ Mendocino Winegrowers Inc. | Executive Director, Bernadette Byrne

2018/19 \$6000.00 went towards the Event Taste Mendocino 2019. The event is hosted outside of Mendocino County, boasting 45 Mendocino Vendors and show cases the bounty of Mendocino County. Taste Mendocino 2020 is currently looking for new venues, with a projected budget of \$25k.

### ✓ Anderson Valley Winegrowers Association | Executive Director, Courtney DeGraff

Courtney joined the organization in December 2019. The 2018/19 \$6000.00 VMC contribution went towards the following and is critical funding for the organization:

- Printing AVWA Maps
- Website Updates/Design
- Pinot Fest
- New Print Designs

### ✓ Willits Chamber of Commerce | Executive Director, Ron Moorhead

Currently restructuring, the car show was strong, the Great Race received National News coverage and Frontier Days had a great turn out. (2018/19 spending stalled due to restructuring, slated to be spent the 2018/19 VMC contribution of \$7,480.00 for the 2019 Willits Mushroom Weekend in November 2019.) Mushroom Feast is being planned now. Also has a concert is coming up in September 2019 with Ned Ladue. Working to get heads in beds.

### ✓ City of Fort Bragg | City Manager, Tabatha Miller

2018/19 \$7,480.00 VMC Contribution went towards:

- \$4,000.00 for 360 videos posted to YouTube and their website
- Working to expand their First Friday Program | Starting August 2, 2019 with a block party on Franklin Street in Fort Bragg CA | working to get visitors to stay the night

## VII. EXECUTIVE DIRECTOR REPORT ✓ Discussion

- a. Mendocino County 2019/2020 Contract | *See Attachment* | Print copies for Board Members Binders
- b. California Cannabis Tourism Association (CCTA) | The New "Green" Tourism | 7/18/2019 | note: Sonoma has signed up | Travis to attend

## VIII. FINANCE COMMITTEE UPDATE ✓ Discussion

(NEXT MEETING: WEDNESDAY, 7/31/2019 AT 11:00 AM)

- a. Committee Chair Report | clean reporting and going very well

**IX. MARKETING COMMITTEE UPDATE**  Discussion

(NEXT MEETING: WEDNESDAY, 8/7/2019 AT 11:00 AM)

- a. Committee Chair Report | inspirational piece in the works
- b. Marketing & PR | Update | *See Attachment* | see report – 54 media visits, 14 press releases 2018/19  
Note: JR – requests PR report the board use to receive. JK – requests we provider updated report in packet, information in packet matches information provided.

**X. FESTIVAL COMMITTEE UPDATE**  Discussion

(NEXT MEETING: WEDNESDAY, 8/7/2019 AT 10:00 AM)

- a. Committee Chair Report | working on fall mushroom feast, cannabis pairing dinner w/ 40 ct. est at Eco Terra. JK – asks is there a festival outreach program, is there a stakeholder need/want for where to post event spaces? (KK to look into)
- b. Mushroom Feast | Anchor Events | Both Weekends | Call for events | many events in the works: Flo Kanna – Craft Weekend, HomeBrew Festival, Pizza and Pint Trail, Willits town line up
- c. Hotel Adoption Program (HAP) Review | continuing on | JR – Thanks Katrina

**XI. VISITOR SERVICES COMMITTEE UPDATE**  Discussion

(NEXT MEETING: THURSDAY, 8/22/2019 AT 3:00 PM)

- a. Committee Chair Report | nothing at this time
- b. Wedding Survey | Update | KK – goal to have ready to go out July 26, 2019. JK – any questions on cannabis weddings? Can you ask specifically? KK – can be added, we are using survey monkey for the survey and sending out to all internal partners and stakeholders.

**XII. ORGANIZATIONAL DEVELOPMENT COMMITTEE UPDATE**  Discussion

(NEXT MEETING: TBD)

- a. No report at this time | Set Meeting Date in August: Tuesday, August 13, 2019 at 3:00 PM

**NOTE: CLOSED SESSION**

**XIII. PERSONNEL COMMITTEE UPDATE**  Discussion  Action Item

(NEXT MEETING: TBD)

- a. ED Review | Compensation
- b. Report Out

**XIV. FUTURE AGENDA ITEMS**  Discussion

- ~~Discussion on possible Agriculture Grants~~ TABLED

**XV. NEXT MEETING**

TENTATIVE: Tuesday, August 13, 2019 at 1:00 PM **(SET)** LOCATION: TBD

**XVI. ADJOURN**