

BID Year 2, Quarter 4

May, 2008

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Mendocino County Lodging's Quarterly Update

Informing Lodging on BID Has Been's & Have To Be's

MCLA Board of Directors

North Coast:

- * Chris Knoedel (Atrium B&B, Fort Bragg)
- * Pamela Amante (Beachcomber Motel, Fort Bragg)
- * Jeff Stanford (Stanford Inn, Mendocino)
- * Richard Strom (Whitegate Inn, Mendocino)
- * Jo Bradley (Dennen's Victorian Farmhouse, Little River)
- * Cally Dym (Little River Inn, Little River)
- * Steven Musser (Albion Cottages, Albion)
- * Josie Perla (Coast Getaways, North Coast At Large)

South Coast:

- * Mike Bradbrook (Gualala Country Inn, Gualala)
- * Kevin Gallagher (Coast Guard House, Point Arena)
- * Renata Dom (Mar Vista Cottages, South Coast At-Large)
- * Phil Walker (North Coast Country Inn, South Coast At-Large)

Inland Corridor:

- * Stuart Marcus (Shambhala Ranch, Inland At-Large)
- * Denny Shah (Super 8 Willits, Inland At-Large)
- * Jitu Ishwar (Holiday Inn, Ukiah)
- * Jan Rodriguez (Baechtel Creek Inn, Willits)

Open Board Seats:

- * Elk (1); Ukiah (1); North Coast At Large (1)

MCLA Advisory Board

Coastal

- * Jim Hurst, Fort Bragg
- * Printha Worthen, Little River

Inland

- * Anil Bhula, Ukiah
- * Kurt Fleichtmeier, Yorkville

MCLA

- * Jo Bradley, Little River

MCLA Executive Director

- * Scott Schneider

Joint Marketing Launches Countywide Project

FINALLY—MCLA, along with the Mendocino County Promotional Alliance (MCPA) and the Mendocino Winegrape and Wine Commission (MWWC) are embarking on a 5 month long marketing project to develop a quality road map for our efforts over the next few years.

The project will be done in 3 phases:

1. Phase 1 will be market research to determine who our audience is.

Aspects of this phase will include 300 interviews with visitors currently in our County. 100 interviews will be collected in each of next three months (June, July & August) at strategic spots all around the County. Over 1000 potential visitors will be surveyed as well.

2. Phase 2 will be a complete evaluation of our visitor services, promotional infrastructure and promotional efforts. Aspects of this phase will include reconnaissance, mystery shopping and analysis,

review of destination marketing performance and community leader executive interviews. Interviews will include all Chambers of Commerce, all 4 cities, County personnel and officials, MCLA, MCPA, MWWC, Arts Council, Fort Bragg Promotions, Ukiah Main Street and others.

3. Phase 3 will be the development of a "Destination Master Plan" which will include a Strategic Marketing Plan. Aspects of this phase will include reports on surveys, interviews, reconnaissance, etc., target market, governance and funding, signage and wayfinding, marketing and promotions, new product development, front line training, collaboration efforts, involvement of local government, member association roles and responsibilities and successful return on investment measurement tools.



New Advertisement at Sonoma County Airport

This project is very important to our efforts and we need your participation to make it as successful as possible!

You will receive a lodging survey that will remain confidential, but is very important in analyzing our County's promotional resources. Because every out of town visitor needs a place to stay, lodging is the natural place to collect certain information.

Please respond to the survey once you receive it. It will be coming in approximately 3 weeks. Look out for it and send it in! This is even more important in our County due to the numerous unique lodging establishments.

We hope the project will be completed by the end of September and will look forward to sharing the results and plan with you.

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Public Relations Keeps on Rollin' - Mendocino County In The News!

IN THE NEWS

Mendocino continues to gain more and more articles in national print and broadcast media. Here are just a few headlines and articles—be sure to visit www.GoMendo.com and click on In The News! The PR team strives to update the site every week with new news. Feel free to provide a link from your website!

Los Angeles Times

Los Angeles Times recently listed multiple great off-season deals in the county that we sent them and many people reported increased bookings!



Budget Travel's website and online push newsletter recently listed a family nature package at the Little River Inn that was part of our release for Kids and Nature Month.

San Francisco Chronicle

The San Francisco Chronicle has been busy in the County – writing about dog-friendly Mendocino County, “Living off the Land”, and traveling to the Potter Valley which we coordinated great photos for!



Featured Mendocino County as one of their ultimate favorite pet friendly destinations!

Some of the editors that are coming or have just left include the Honeymoons correspondent from About.com, (which is the fourth most read site on the Internet), a myriad of guidebook editors from around the world, one of the top adventure travel magazines in the world is coming to the County (they are working on two separate Mendocino County features!) and the Inside Reel, a web show that goes out to 3 million people, which will be covering the Mendocino Film Festival at the end of May.

Putting Networks To Work For You

Embrace your neighbor! You already know that San Francisco is a global tourism destination—but did you know that the Mendocino County Lodging Association is an official network member of the San Francisco Convention and Visitor's Bureau (CVB)? We continue to network with hundreds of fellow CVB members. If you have a special or would like to invite CVB members to visit YOUR destination with a special—let us know. We are putting together a series of Mendocino County specials for CVB members. Why is this important? Because these businesses work with more than 20 million visitors from all over the world who come to San Francisco for fun, business or conventions—and many of these visitors request other destinations outside of the city.

Richard Strom from Whitegate Inn, Scott Schneider, and Mark

Sejvar from HypeHouse PR recently presented to the entire staff of the San Francisco CVB and shared OUR story and invited them to visit—and to extend a friendly Mendocino County Lodging Association welcome to the local, national and international visitors and groups they work with every day!

CTTC Success

Mendocino County Lodging Association participated in the hugely successful California Travel and Tourism Media conference on April 22 in San Francisco. More than 100 editors, journalists, producers and travel VIPs attended this event where great California Destinations can present news, facts and attractions. Dozens of journalists visited the MCLA booth—many to learn about what's new—and many to talk more about stories already in the works. Stuart Marcus from Mendocino County's Shambhala Ranch was at the booth and helped to share the story!



Mark Sejvar & Stuart Marcus at CTTC May Media Event in SF

MCLA Member Showcase Events—coming SOON!

Over the coming months, the MCLA PR team will be hitting the road and coming to you! We want to meet and hear your needs, goals, objectives and learn more about what makes your business work. And of course we want to hear why you love Mendocino County. Dates are still being confirmed, we are planning tours in July, September, Nov/Dec and Jan/Feb of 2009.

(1st event will be in Gualala on July 8. Details to follow)

WE WANT YOU!

If you have journalists, editors or producers who are planning visits to your destination, we would love to hear from you. We are happy to provide you with a special Mendocino press kit for you to give to them, as well as other materials and assistance arranging their stay and activities. We are also happy to help coordinate interviews and provide additional resources. Please email or call Scott Schneider admin@mcla.info 964-9010.

Be sure to send us your specials and packages so that you can be included too! Respond to our requests on the list serve!!

Nature Tourism Coalition Update

We have three pieces of good news, and some not so good news.

First the good...

Our April 10th workshop on Making Nature Your Business was a great success. More than 30 attendees participated, and the evaluations were good-to-excellent. The workshop challenged county businesses, attractions and promoters to learn ways to fulfill the needs of nature-based travelers **and** protect the character of our unique environment. We held the all day workshop at the Ukiah Convention Center, with the support of a number of co-sponsors: the Greater Ukiah Chamber of Commerce, MCLA, Economic Development & Financing Corporation, Ukiah Conference Center, Mendocino Land Trust, MCPA and KOZT. We were pleased by the strong presence of the Corp of Army Engineers - and their Senior Ranger asked if they could join the NTC Steering Committee. She also suggested we work on a partnership grant with them! Besides the Corp, there were approximately 10 folks who were new to an NTC event.

The second bit of good news was the wonderful response to Penny's Children and Nature 33 page story suggestion provided to Hype House. Penny worked to have Mendocino County issue a Proclamation in support of the idea which was received at an April County Supervisor's meeting. Supervisor Kendall Smith did a nice introduction; Linda Rosenthal from Cheshire Books gave a reading from "Last Child in the Woods; the Head of Public Health Department spoke in support of the Resolution, as did Rachel Binah. It was rewarding to see the Children in Nature Program take on a life of its own, and to see it prominently featured on GoMendo and FortBragg.com.

And I saved the best news for last... MCLA is renewing its partnership with the Nature Tourism Coalition. MCLA has offered their support for another year to ensure information on Mendocino County's nature based travel resources is available to the lodging community and its visitors.

Now the not so good news... we're sad to say Penny Greenwood is leaving her position as Coordinator for NTC and the Mendocino Coast. Here is her goodbye message...

"We've sold our house and are moving to the Portland metro area to be closer to family, a large medical center and a major airport. I have thoroughly enjoyed my time with NTC. It's been exciting, challenging and very fulfilling! I have great confidence in all of you to continue to build and sustain the organization. Its success will be critical in defining a future for Mendocino County that strengthens its economic base while protecting and valuing its natural assets. Thank you for your support and best wishes for the future".

Penny will be impossible to replace, but we're interviewing some excellent candidates for the Coordinator position, and hope to have someone on board by early June.

Update from Ozone Advertising

Springing Forward!

With tougher times come opportunities. The media may be full of doom and gloom about gas prices and the economy, and while this has affected travel initially, over time, the current environment can work in our favor.

People may have less disposable income and tighter budgets, but that can lead to a decision to postpone a more expensive foreign vacation, and stay in the US instead.

So we will continue to emphasize Mendocino County's myriad attractions and reasons-to-visit, as well as the relative closeness (and our recently refreshed posters at Santa Rosa airport will also remind internal flyers of our proximity).

Now that the new GoMendo.com site is up and running so well, we are directing people straight from our new banners to there. The new banners highlight the appeal of quaint, inviting little towns throughout the County, and further the 'undiscovered/discover' campaign.

The campaign continues to raise awareness, and drive traffic to the site. Already this year the online campaign alone has delivered almost 1.5 million impressions (the number of times our target audience has been exposed to our messaging). Overall click thru rates remain above industry standard and tracking shows that interest continues to hold - an excellent sign of continued awareness.

The beautiful 24-page, full color brochure is being reprinted due to popular demand, and now includes updated event information, and a revised map that again emphasizes the elements mentioned above - they all work well together in an integrated campaign. SFGate and Diablo magazine have responded to requests from our media planners with 'value added' opportunities to interact directly with their extensive and targeted databases, so our message is reaching even further, and more often. The Tagline, 'Mendocino County - the getaway you'll never forget', is consistently being communicated.

As always, we'll be closely tracking results.

May May, June, July and August be successful for all,

Sincerely, Team Ozone.



ARE YOU BENEFITING ALL YOU CAN FROM THE LODGING BID????

IF YOU ARE NOT ALREADY RECEIVING REGULAR E-MAILS FROM THE MCLA, LET SCOTT KNOW.

- TAKE ADVANTAGE OF VISITING TRAVEL WRITERS
- LEARN ABOUT WHAT IS HAPPENING AROUND THE COUNTY
- BE AN INTEGRAL PART OF WHAT IS GOING ON!!!

PLEASE E-MAIL OR CALL SCOTT SCHNEIDER TO JOIN OUR LIST SERVE—964-9010 OR ADMIN@MCLA.INFO

'Going Green' - Tips For Your Business

'Going Green' in the lodging industry is a win-win - for the planet, Inn-keeper and guests. The 'Green' movement is gaining momentum as people are increasingly voicing concerns over the impact of businesses on the environment. 'Going Green' can attract clients more conscious of environmental impact, while reducing overhead costs.

The U. S. Travel Data Center estimates that 43 million US travelers are "ecologically concerned." It is good public relations to promote ecological consciousness in the hospitality industry.

Results from a Trip Advisor (R) ecotourism survey of more than 1000 worldwide travelers indicate:

38% of respondents stayed at an environmentally friendly hotel.

90% specifically seek out environmental-friendly hotels

66% believe environmentally friendly measures in travel are making a difference

37% would pay more to stay at an environmentally friendly hotel

Tara Marcus, co-owner of Shambhala Ranch, a Mendocino County Country Inn, has been applying green business approaches for many years. She has been making public presentations in the County on 'Going Green' and was recently featured on a Martha Stewart Radio Show.

Tara points out that many of the numerous toxic chemicals used in housekeeping are unnecessary and there are economical natural alternatives. Simple measures like adding compact florescent lighting and low flow showerheads & toilets can make a big difference in reducing unnecessary consumption and reduce costs.

At home, none of us wash towels after one-use or change sheets every day and we must understand what that frivolous waste at a hotel does to our planet. We can begin by asking guests to consider using towels more than once.

Since standards are not clear, we encourage all Innkeepers to move towards 'Going Green', in small incremental steps.



Meet Our New Marketing Committee Chair

Jeff Stanford and his wife, Joan, are the owners of The Stanford Inn by the Sea in Mendocino. Jeff is a member of the MCLA marketing committee and Board of Directors. He brings a vast amount of experience and knowledge to both.

Jeff and Joan started in the hotel business in Carmel, CA, fixing up a motel and gradually changing it into an "inn." They brought their pets with them and thus the Inn became "pet friendly."

They discovered what was then named "Big River Lodge In Mendocino" while visiting Chuck and Patsy Watts owners of the Benbow Inn. Joan was pregnant with their first child and the current owners of Big River Lodge wanted a young family to take it over, and lent them a substantial amount of the down payment. Jeff installed 21 fireplaces and he and Joan worked at their vision for years, living in one of the units, raising their growing family and putting their money back into the property. Anyone who has visited the Stanford Inn can see their vision and efforts – beautiful grounds, a great restaurant and beautiful rooms!

A travel writer suggested a name change and the property became known as The Stanford Inn by the Sea.

Statements from Nominees

Sue Patel (Nominee Inland At-Large): Thank you for the opportunity. I have lived in Mendocino county for 20 years. I was educated London England. I have been doing business as a motel operator. I own Best Western Willits Inn & Ramada Inn Ukiah. I have also served as a Board of Director at Ukiah Chamber of Commerce. I also help out a lot in the community.

Stuart Marcus (Nominee Inland At-Large): My wife and I own Shambhala Ranch Country Inn & Retreat Center. I have been very involved with supporting the lodging industry for many years & have significant experience. I am currently active with the MCLA Board, Marketing Committee, MCPA including its Nature Tourism Coalition, Welcome Center Committee and Governmental Affairs Committee. I would like to see a nature tourism Countywide map in the coming year as well as the formation of the Welcome Center. If re-elected I intend to continue to sincerely support the lodging industry in any way I can. Thank you

Jo Bradley (Nominee Little River): I have been involved with MCLA for 10 years, ever since we bought our inn. I have watched how it evolved, including the pitfalls. I am proud of the outcome, yet it will continue to evolve and grow. I have fought for fairness and equal coverage for the whole County. As your Past President, I will bring history, experience, and continuity to the Board, yet nurturing the growth.

Jennifer Jones (Nominee North Coast At-Large): Committed to assisting in bringing people to Mendocino County, to increase lodgings prospects, through events, eco-tourism, marketing, wine, and increasing the general public's knowledge of Mendocino's diverse environment. Ready to share my creative ideas and implement them for the benefit of the community as a whole. A wonderful organizer of events, having been an event and wedding planner, and will always take initiative on projects. I am comfortable in the role of leader, teacher, listener, and student: which is important to be able to best communicate and share ideas. Able to advocate with other organizations, people and for community outreach. Thanks for your consideration.

Jeff did not actually "join" the lodging association – he asks, "was there a choice?" Feeling that he should have a presence, he sent his assistant general manager to the meetings. The assistance general manager became the Executive Director of the MCLA and Jeff was asked to join the marketing committee and the board of directors.

Jeff has had many years of experience with PR agencies, media and served a term on the Mendocino County Chamber. He led a major PR effort to increase traffic and sensitize the entire country to the "national treasure" of the California's North Coast. The effort was successful; occupancy increased and the Regan administration's effort to drill off the Mendocino Coast was thwarted!

Jeff is extremely happy with the MCLA's PR and Media firms; Hype House and Ozone. He understands that it takes time to realize the efforts and that MCLA is only in the second year of the BID efforts.

Jeff says that the "we" through all his years of hard work and successes is his wife, Joan. They are a partnership and without this partnership there would be no Stanford Inn. Joan is an art therapist. Jeff is also an ordained minister and works as an "alternative healer." They have two grown children, one a teacher in the South Bronx and the other a project director overseeing remodeling of major hotels. Their family also includes horses and llamas!

Voting Ballot MCLA Board of Directors

INSTRUCTIONS FOR USING THE BALLOT:

Please only vote for the positions in your geographical location. There are 3 geographical locations: North Coast (from Westport to Albion); South Coast (from Elk to Gualala) and Inland.

You may only vote for a city or town position if you are located within that city or town's limits. Please feel free to fill in a person's name for a position should you feel inclined.

You must fill out the following information for your vote to count. Ballots filled out incorrectly will not count.

Feel free to email: admin@mcla.info or call 866-637-MCLA (6252) should you have any questions.

Name_____

Name of Property_____

Location of Property_____

Phone Number_____

E-mail_____

Signature_____

Date_____

BALLOTS MUST BE POSTMARKED BY MAY 30th, 2008
(E-mailed ballots will not be counted)

If you are interested in serving on the Marketing Committee, please check...

Here _____

If you are interested in serving on the Advisory Board, please check...

Here _____



INLAND CANDIDATES FOR BOARD OF DIRECTORS:

Inland-At-Large Seat – 2 seats open (vote here if you are in the inland region –vote for two only):

Sue Patel (Best Western, Willits/ Ramada, Ukiah) _____

Stuart Marcus (Shambhala Ranch) _____

Raakesh Patel (Super 8, Ukiah) _____

Write In Vote _____

NORTH COAST CANDIDATES FOR BOARD OF DIRECTORS:

Little River Seat – 2 seats open (vote here if you are in the Little River vicinity – vote for two):

Jo Bradley (Dennen’s Victorian Farmhouse) _____

Write In Vote _____

Mendocino Seat (vote here if you are in the Mendocino vicinity – vote for one only):

Jeff Stanford (Stanford Inn) _____

Write In Vote _____

North Coast-At-Large Seat (vote here if you are on the North Coast – vote for one only)

Christina Affinito (North Cliff Hotel, Fort Bragg) _____

Jennifer Jones (Pacific Mist Bungalows, Little River) _____

Write In Vote _____

SOUTH COAST CANDIDATES FOR BOARD OF DIRECTORS:

Elk Seat (vote here if you in the Elk vicinity – vote for one only):

Write In Vote _____

Gualala Seat (vote here if you are in the Gualala vicinity – vote for one only):

Write In Vote _____

South Coast-At-Large (vote here if you are on the South Coast – vote for one only):

Phil Walker (North Coast Country Inn) _____



Arts Council Update—What’s Happening In The County-wide Art Scene?

In addition to wine, waves, and wilderness, Mendocino County is known for its vibrant and diverse arts scene.

Year round and in every region of Mendocino County, visitors and locals alike can partake in a wide array of art and cultural experiences, including but not limited to, dance, music, art exhibits, art classes, arts & craft fairs, culinary arts, poetry readings, and storytelling. During the summer months there is a particular abundance of arts and cultural events – some well established, some ongoing, and some new.

Annual Summer Events

The 49th Mendocino Art Center Summer Arts & Crafts Fair will be held July 12 & 13 on the grounds of the Mendocino Art Center in **Mendocino**. Over 60 arts and crafts booths will display an exciting mix of unique hand made artwork, including glass, fiber wearables, jewelry, functional and sculptural ceramics, paintings, photography and more. The 49th Arts & Crafts Fair will coincide this year with Mendocino Rotary’s 37th Mendocino Art Auction. This year’s Auction will feature over 60 pieces of art by local artists and will take place at Odd Fellows Hall in **Mendocino** on July 12.

The 22nd Mendocino Music Festival will kick off on July 12 and run through July 26. This year’s program includes concerts by the Festival Orchestra, a Big Band concert, chamber ensembles, dance, blues, jazz, world, and folk music. Also featured will be a children’s matinee, performances by the Young Musicians, and chamber concerts at beautiful venues throughout **Mendocino Village**.

In **Fort Bragg**, the 2008 Mendocino Coast Writers Conference will take place at College of the Redwoods July 31 – August 3. The 17th Art in the Gardens "The Best Garden Party on the Coast!" will take place on August 9 at the Mendocino Coast Botanical Gardens. Art in the Gardens is a celebration of fine art and craft, featuring local artists, musicians, and a selection of Mendocino County vintners pouring their best wines.

The 47th Art in the Redwoods Festival will take place at the Gualala Arts Center in **Gualala** Aug. 16 & 17. The 16th Studio Discovery Tour, a free, self-guided artist studio tour along a 60-mile stretch of Highway 1 from **Stewarts Point** to **Little River**, will take place August 30 & September 1 as well as September 6 & 7. Enjoy some of the most beautiful scenery that the Northern California Coast has to offer while visiting the private studios of more than 40 of the area’s most unique & talented artists.

What’s ongoing?

There are three monthly gallery walks in Mendocino County. Every first Friday from 5 to 8 pm throughout the summer, galleries in **Fort Bragg** and **Ukiah** will stay open late, offering refreshments, music, and a great opportunity to view and purchase beautiful, original artwork. Opening receptions for new exhibits are held each Second Saturday at **Mendocino** galleries from 5 to 8 pm. Now through September 7, the Grace Hudson Museum in **Ukiah** hosts *Northern California Visionary Art: A Contemporary Legacy*, an unusual collection of work by Northern California visionary artists depicting utopian landscapes, vivid personal dreamscapes, apocalyptic visions, and spiritual awakening.

At 6 pm on most Sundays throughout the summer, the Sundays in the Park Free Concert Series takes place at Todd Grove Park in **Ukiah**. This ongoing music series thrills the audience with exceptional musical performances by artists from diverse genres including blues, classical, country, salsa, soul, rock, swing and more.

This summer, there are a number of theater productions happening throughout Mendocino County. The Mendocino Theater Company in **Mendocino** will present *Gross Indecency: The Three Trials of Oscar Wilde* June 12 to July 20, and *The Rabbit Hole*, a Pulitzer Prize winning play, August 7 to September 7. *Steel Magnolias* will be presented at Gualala Arts in **Gualala** July 25 to August 3. Both Ukiah Players Theatre (July 17 – August 9 in **Ukiah**) and Gloriana Musical Theater (Aug 22 - Sept 28 in **Fort Bragg**) will present Steven Sondheim's *Into the Woods*, “a fractured fairy tale of a darker hue.”



What’s new this year?

The Mendocino Area Parks Association hosts *Art for the Parks*, a juried, all-media traveling art exhibit that will be shown in multiple locations throughout the county over the summer months. In June, *Art for the Parks* will be on exhibit the Gualala Arts Center in **Gualala** and the Artists Collective in **Elk**. In July, the exhibit will move to the Willits Center for the Arts and Blue Sky Gallery in **Willits**. And in August, catch the *Art for the Parks* exhibit in **Hopland** at Brutocao Cellars and in **Ukiah** at T.B. Greene Gallery, One Earth Clay and Glass Studio Gallery, and Tierra – Wine, Garden, Art.

“*The World Tree*” by Mark Roland—“*Northern California Visionary Art: A Contemporary Legacy*” exhibit @ Grace Hudson Museum.

For more information

What better way to promote Mendocino County than to offer information about our high quality art and cultural events to your guests? If you are on the MCLA email list, you are receiving the *GoArts* calendar via email each month. *GoArts* is a monthly calendar of Mendocino County art events produced by the Arts Council of Mendocino County with support from the Mendocino County Lodging Association. Please print out and display this calendar for your guests.

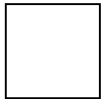
You will find further information about all of the events listed in this article on the *GoArts* calendar, as well as in the Arts section of GoMendo.com and on the Arts Council of Mendocino County’s website at www.artsmendocino.org.

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WWW.GOMENDO.COM!!!
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THOUSANDS PER YEAR. IT’S FREE!!!**

LEARN ABOUT ALL THE HAPPENINGS WITH COUNTY-WIDE PROMOTION

READ ABOUT THE UPCOMING COUNTYWIDE MARKETING PROJECT—SEND IN YOUR INFO!!

MCLA BOARD OF DIRECTORS BALLOT ENCLOSED—PLEASE RETURN BY MAY 29TH!!! - VOTE!!!!



Post Office Box 550
Little River, Ca 95456
(866)637-MCLA
Www.mcla.info
admin@mcla.info



Our President Speaks—Farewell Message from Jo Bradley

Despite the requests I have received to continue after this election, I will no longer be your President. I have had the privilege of being in this office for the past three years. I have endeavored to help deliver to you a Business Improvement District (BID) that will be for the good of all Lodging in Mendocino County. It is time for a change, on to the next chapter, so to speak. I am extremely honored to have been your President. Thank you.

But, it is not quite over and I do have something more to say...

It was brought to my attention that there may be some of you still unhappy that Mendocino County Lodging has a BID. Maybe you don't want it at all, maybe you don't like how it is run, maybe you don't think you are getting enough from it, maybe you don't think we should all be doing this together... what ever the reasons, why haven't we heard from you directly?

I find it very frustrating that the MCLA Board reaches out to its' members constantly and there are those who would rather sit back and complain while they toss out newsletters, refuse to be on the List Serv, and in no way want to give input. We have all had guests like that. You know the ones that you can never please? Or so it seems...

All of us on the Board are willing to speak with you. Each city and area of the county has its own Representative. Just check www.mcla.info to see who yours is. Give them a call! If they are not your favorite person call another. If you don't know them call them and introduce yourself. We are a community and a pretty great one at that.

I am preaching to the choir when I say that we have a wonderfully diverse

County. Promoting it for the good of all of us is not a bad thing, especially now with the Economics that are in play. Our Countywide TOT revenues are up - this is a good thing. We are going in the right direction.

It is election time again. I urge you to vote. If you do not know the people who are running, ask. Also, please make sure to be involved in the upcoming marketing project by participating in the lodging survey and getting your information in on time. This is an exciting project for our County. Success for all of us depends on all of us participating.

Have you submitted your info to www.goMendo.com yet? As a Lodging Member a listing on the site is free. I cannot say this enough, if you don't find yourself on the site, and you submitted your information, let us know. Please let Scott know, and he will have your password sent to you. You will need your password to update your listing with future changes.

Don't forget to stay informed by checking www.mcla.info, or come to a meeting. And, above all, as I keep telling you, don't hesitate to ask questions as they come up. Gee, do you see pattern here? I am outspoken and passionate about this, please communicate. Tourism is our Economic Base and Hospitality is the Foundation for it.

If you have something to say and are not able to come to a meeting, or just want to talk about what is going on, please don't hesitate to contact me at jo@victorianfarmhouse.com or call 937-0697. My door is still always open and I will always call you back.

Even though I will no longer be your President, I will continue to do all I can for promotion of Mendocino Lodging and our beautiful County. Thank you again.