

Nature Tourism Coalition Meeting June 18, 2007, Stanford Inn

Task assignments identified by name & color. Scott, James, Johanna, Bruce, Penny
Completed tasks, Green

Meeting was held to bring us up to date on what has transpired since the last meeting. 4/26
and to talk about where we go next. Penny chaired the meeting.

Website:

- Scott reported that he had obtained \$1000 funding toward the Nature Tourism website as long as it is part of the GoMendo structure.
- We need to get a dot org domain for the site. There will be a page for internal communications (not public). Scott?
- GoMendo Web site is scheduled to go live on July 1.
- Done! Scott will send out an email to all parties who have participated in Nature Tourism training/meetings asking for submissions for the site (GoMendo.com/submission).
- There is a gatekeeper (Robert). James will talk with Robert about outdoor information which may or may not be added.
- Scott will send out a message to all the participants from the training to ask for input on their organization.
- Johanna will help with the web site.

A discussion was held about promoting some places for tourism. An example was Bowling Ball Beach which is hazardous to get to. How can it be made safe before it gets any further promotion? James will have his coastal trail coordinator look into who is responsible for access. He will also talk with Sub Surface Progression. They have a map they give out with all the sites to go diving. He will suggest they give out the ocean safety information with the maps.

Follow Up on outstanding items since last meeting

- James reported that the summary of the conference will be out in mid-July (draft). After it is finalized, Scott will see that it is printed.
- Johanna to put together a plan for quarterly meetings
- Penny will send out a summary to general mailing list on progress to date
- No report received from task forces as of now.
- Done! Penny will give James the information on who was in charge of each task force
- James will have Holly contact Task Force leaders to see what they've done to date.

CFMC Grant Funding Implications

- Received \$4000 of the requested \$6500 from the Community Foundation
- Need additional dollars to complete the project
- Budget was reviewed
 1. Monthly service charge for checking account cannot be waived.
 2. We have \$673.22 after bank charges and money to MCTV
 3. Grant is \$4000
 4. We are probably short \$1500 for bare bones budget

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5. We need additional monies to have Penny coordinate activities
- After further discussion it was decided that everyone should look again at the budget that was sent with the grant application.

Future Direction

We also need to make a decision as to where this coalition is going in the future. The general consensus is that it needs to become a 501(c)(3). In order to achieve this and close the gap of the CMFC grant the following was discussed/decided.

1. Bruce will write PR release by Friday 6/22
 2. Scott & James will ask Promotional Alliance for \$3000 as a Bridge Grant and prepare related documentation. Money will be used to support formalizing the Nature Tourism organization, researching additional Grant monies and providing minimal communication/clearing house services. James will put on Agenda – Done.
 3. Penny will ask FB Promotions for \$1000 towards Site ID & eval project Johanna get on Agenda
 4. Other quick funding ideas: Ask 7-8 businesses for \$100 each, Membership Dues structure, income from quarterly meetings
- Ask CFMC to award the grant at the next MLT meeting (Friday 6/22) and take pictures. Scheduled for 3PM at MLT office

Goals and Mission Statement were discussed and the following was agreed upon

- Mission: Building and maintaining a sustainable nature and eco-tourism system for Mendocino County
- The Mendocino County Nature Tourism Coalition will
 1. Identify resources
 2. Build coalitions
 3. Conduct outreach and education
 4. Be a clearing house
 5. Measure and evaluate the sustainability of tourism efforts
 6. Be involved in producing events

Coordination Needs

In order to do the coordination necessary to finish the grant project and move the coalition ahead it was agreed that we need the services of a consultant (Penny) for a minimum of 5 hours per week. This is to be supplemented by 5 hours a week of support from MCLA. Penny would receive \$125.00 per week for her services (and she was thanked for reducing her fee by 75%).

Next meeting:

Tuesday July 9 – 9:30 AM at Penny's. Penny will send out a reminder with directions
Purpose: Continue organizational structure discussion and review