



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS AGENDA

DATE: Thursday, December 11, 2025, starting at 2:00 PM

PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

Mendocino Coast Healthcare Foundation 130 N Main Street, Fort Bragg, CA 95437

- CALL TO ORDER 2:03 PM

ROLL CALL

BOARD MEMBERS

Brett Schlesinger (BS)
Cab Boettcher (CB)
Tawny MacMillan (TM)
Kasie Gray (KG) 2:09 PM
Raakesh Patel (RP)
Ian Roth (IR)
Alina Reyes (AR)
Julie Golden (JG)
Melodie Hilton (MH)
Roxanne Perkins (RP)
OPEN SEAT

ATTENDANCE

X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
X Present [ ] Absent
[ ] Present X Absent
X Present [ ] Absent
X Present [ ] Absent
[ ] Present X Absent
X Present [ ] Absent
X Present [ ] Absent
[ ] Present [ ] Absent

TITLE

CHAIR Food & Beverage
VICE CHAIR Large Lodging Operator; Coastal
SECRETARY Regional Promotional; Coastal
TREASURER, Regional Promotional; Inland
Large Lodging Operator; Inland
Medium Lodging Operator; Coastal
Small Lodging Operator
Winery/Winegrower
At Large
Arts Organization/Attractions
Large, At-Large Lodging Operator

STAFF/CONTRACTORS:

Ramon Jimenez (RJ)
Kathy Janes (KJ)
Lisa Batson (LB)
Jamie Peters-Connolly (JC)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)

ATTENDANCE

X Present [ ] Absent
[ ] Present X Absent
X Present [ ] Absent
X Present [ ] Absent
[ ] Present X Absent
X Present [ ] Absent
[ ] Present X Absent

TITLE

Executive Director
Executive Support Specialist
Marketing & Sales Manager
Partner Relations & Communications Manager
Marketing & Communications Coordinator
Festival Coordinator
Development Manager

INTRODUCTION OF GUESTS:

STAFF MEMBERS PRESENT:

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.

CONSENT AGENDA ITEMS [x] Discussion [x] Possible Action

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.

- October 16, 2025 Meeting Minutes | See Attachment | Approve
AR 1st and MH 2nd Motion Carries

ITEMS FOR DISCUSSION [x] Discussion [x] Possible Action

- Public Relations – Discussion
RJ: The marketing committee spoke about potentially sending out an RFP as we move forward with the BID increase. However, we want to continue to use Ko for PR to help us through the BID process and then we can discuss changes

for the next Fiscal year. We are happy to put out an RPF so we can see what is out there because the more options the better.

CB: The board should be doing their due diligence and make sure we look at all of our options for PR to best suit the needs of lodging. With that being said Ramon does make the final call but there is nothing wrong with the board giving suggestions.

- Board Meeting time change – Discussion

RJ: As we end this year, we wanted to discuss timing for the board meetings to make sure it fits better with everyone schedule.

KG: It would be much easier if our meetings could be done by 2:00 PM

IR: I would also appreciate moving the meeting to an earlier start time.

MH: 1:00 PM would work great if everyone is on board for moving the meeting to earlier?

TM: Can we also avoid having meetings on weeks that are before large events.

**Motion is being made to move the meetings from 2:00 PM on the second Thursday of every other month to 1:00 PM**

**KG 1st and TM 2<sup>nd</sup> Motion Carries**

- **MARKETING COMMITTEE UPDATE**  Discussion  Possible Action

- MARKETING CHAIR COMMENTS:

- Festival(s) Update

JM: Sparkling Wine is coming up on January 31 and everything is going verywell. The Crab Cake Cook Off also looks like it is coming along nicely for superbowl weekend. We also have White Wine coming up set for Valentines and Presidents Day weekend. Following that we will have the Whale Festival in March which we are working to build the landing page for that and have gotten all of the events live on our website. The Seafood & Sips Brochures have been passed out County wide and Certified has also delivered to airports.

TM: Crab Cake is at 50% for ticket sales right now, hoping to sell out tickets.

- Holiday and Winter Promotion

RJ: The Lit Boat Parade was a succesfull and we are hoping next year we can plan ahewad for that event to be even bigger. This past weekend all of the parade and tree lightings happened in the county and we saw lots of positive posts for the parades this year looked very buisy in both Fort Bragg and Ukiah.

- Whale Festivals

- PR Report | **See Attachment**

JPC: We had a FAM trip in the last month. However, as we head into festival season we have lots of Media coming down the pipeline. We had key placements in 7X7, Forbes, The Boston Harold to name a few. We are working on our next big Press Release as well . Also incase anyone wanted to check out a new show called “Knife Edge” on Apple TV the Harbor House was in it.

- PR Comparison | **See Attachment**

IR: Can we do a bigger push through Canadian PR to get more of the traffic from there back into the US for travel?

JPC: Visit CA is current;y in the porcess of making this happen byu creating more Fam trips as well as targeting that audience. However, 60% of our tourism is directly from CA.

- Programmatic Analytics | **See Attachment**

LB: We had just about 25.5k clicks and 2.18M impressions at an average Cost Per Click of \$0.10 Per Click

- Social Media Analytics | **See Attachment**

- LB: Nov Socials Generated about 1.8M impressions and about 2.6k engagements

Ran campaigns for Holidays in Mendocino and Magic is real Meta

- Website Analytics | **See Attachment**

LB: 66k visitors (compared to 54k visitors last year)

People spent an average time of 1:27

Bounce rate was around the same as last month at 66%

- Booking Link | ***See Attachment***  
 LB: Searches were the same as last month right around 5,700  
 Referrals are down to 774 from last month which was around 912
- **FINANCE COMMITTEE UPDATE**  Discussion  Possible Action
  - FINANCE CHAIR COMMENTS:
  - October 2025 Financials | ***See Attachment*** | **Approve**  
 IR 1<sup>st</sup> and RP 2<sup>nd</sup> Motion Carries
  - Q1 FY 25/26 Collections  
 CB: How are we sustaining at the current budget we are using at the moment?  
 RJ: We really need to get the BID increase passed because we are currently working on a much smaller budget which isn't ideal, but we are making it work while we get the increase moving along.
  - Annual Audit  
 RJ: We will have a draft audit to show for the February meeting; the audit is being done by JJACPA in Fort Bragg which is required annual per our county contract.
- **VISITOR SERVICES UPDATE**  Discussion  Possible Action
  - VISITOR SERVICES CHAIR COMMENTS:
  - Gateway Signage Update  
 JPC: As soon as we get a signature from the County, we can take it to the Board of Supervisor for their agenda.
  - Stakeholder Meeting  
 JPC: We are currently looking for a venue to hold the meeting on the coast and as soon as we find one we will send. A message out to everyone to give about a 6-week notice.
- **EXECUTIVE DIRECTOR REPORT**  Discussion  Possible Action
  - Marketing District Plan Update  
 RJ: We are currently sitting at 42% for BID signature and we are planning to do a big push before the Holiday season.
- **FUTURE AGENDA ITEMS**  Discussion  
**We need to update the committee and chair seats for the next meeting.**
- **NEXT MEETING**  Discussion
  - Tentative: Thursday, February 12, 2025, at 2:00 PM **Meeting is same date at 1:00 PM**
- **ADJOURN** IR at 3:04 PM