VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, January 6, 2026| START TIME: 10:00 AM

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

and

ZOOM: https://us02web.zoom.us/j/83717171740

1. **CALL TO ORDER**

2. **ROLL CALL**

Committee Member	Attendance Status	Title
Cally Coombs (CC)	☐ Present ☐ Absent	Chair
Elyse Hopps (EH)	☐ Present ☐ Absent	Member
Kelley Litle (KL)	☐ Present ☐ Absent	Member
Tawny MacMillan (TM)	☐ Present ☐ Absent	Member
Christopher Boettcher (CB)	☐ Present ☐ Absent	Member
Alyssum Weir (AW)	☐ Present ☐ Absent	Member
Kasie Gray (KG)	☐ Present ☐ Absent	Member
Julie Golden (JG)	☐ Present ☐ Absent	Member
Alina Reyes (AR)	☐ Present ☐ Absent	Member
Melodie Hilton (MH)	☐ Present ☐ Absent	Member
Roxanne Perkins (RP)	☐ Present ☐ Absent	Member

Staff Members	Attendance Status	Title
Ramon Jimenez (RJ)	☐ Present ☐ Absent	Executive Director
Jamie Peters-Connolly (JC)	☐ Present ☐ Absent	Partner Relations & Communications
Lisa Batson (LB)	☐ Present ☐ Absent	Marketing Manager
Mckenzie McLain (MM)	☐ Present ☐ Absent	Marketing & Communications
Janis MacDonald (JM)	☐ Present ☐ Absent	Festival Coordinator
Jennifer Seward (JS)	☐ Present ☐ Absent	Development Manager
Kathy Janes (KJ)	☐ Present ☐ Absent	Executive Support Specialist

Introduction of Guests:

3. **CHAIR'S COMMENTS:**

4. **PUBLIC COMMENT ON NON-AGENDA ITEMS**
   The committee cannot discuss issues or take action on any requests during the comment period.

5. **CONSENT AGENDA ITEMS ☑ Discussion ☑ Action Item**
   - 12.2.2025 Meeting Minutes – ***See Attachment*** **| Approve**

6. **ITEMS FOR DISCUSSION ☑ Discussion ☐ Action Items**
   - Paid Advertising – *Discussion*

7. **ITEMS FOR REVIEW ☑ Discussion ☐ Action Items**
   - Festival(s) Update
   - Holiday and Winter Promotions
   - Whale Festivals
   - PR Report – *See Attachment*

- Programmatic Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
- Website Analytics – *See Attachment*
- Booking Link – *See Attachment*

8. **FUTURE AGENDA ITEMS ☑ Discussion**

9. **NEXT MEETING DATE ☑ Discussion ☑ Action Items**
   - **MARKETING:** February 3, 2026 at 10:00 AM

10. **ADJOURN ☑ Action**