



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

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 11:05 am

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Coombs (CC)	<input type="checkbox"/> Present X Absent	Chair
Elyse Hopps (EH)	X Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	<input type="checkbox"/> Present X Absent	Member
Tawny MacMillan (TM)	X Present <input type="checkbox"/> Absent	Member
Christopher Boettcher (CB)	<input type="checkbox"/> Present X Absent	Member
Alyssum Weir (AW)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Member
Julie Golden (JG)	X Present <input type="checkbox"/> Absent	Member
Alina Reyes (AR)	X Present <input type="checkbox"/> Absent	Member
Melodie Hilton (MH)	X Present Absent	Member
Roxanne Perkins (RP)	X Present <input type="checkbox"/> Absent	Member
Staff Members	Attendance Status	Title
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Executive Director
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations & Communications
Lisa Batson (LB)	X Present <input type="checkbox"/> Absent	Marketing Manager
Mckenzie McLain (MM)	<input type="checkbox"/> Present X Absent	Marketing & Communications
Janis MacDonald (JM)	X Present <input type="checkbox"/> Absent	Festival Coordinator
Jennifer Seward (JS)	<input type="checkbox"/> Present X Absent	Development Manager
Kathy Janes (KJ)	<input type="checkbox"/> Present X Absent	Executive Support Specialist

Introduction of Guests:

Kathy Holmes
Ian Roth
Nickie Willett (10: 15am)

3. CHAIR'S COMMENTS:

N/A

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**
1st: AR 2nd: EH Motion Carries

6. ITEMS FOR DISCUSSION ☒ Discussion ☐ Action Items

- Paid Advertising – *Discussion*

RJ: 2 parts to paid advertising, 1)brand awareness and 2)event focused:



Programmatic budget is \$15k (monthly)

¾ \$10k of our budget on brand awareness thematic seasonal campaigns

\$7500(¾) meta + \$2500 (1/4) google

\$5k (1/4) on events – heads in beds (dependent on the size of event and how much impact there is on lodging)

The only time it really changes is during our festival season (seafood and sips), we typically only run google campaign as brand awareness

LB: Paid marketing helps us reach more people, stay in control, and see what works. When it's paired with strong creative and strategy, it helps us share Mendocino County's story with the right travelers.

MH: Baseline numbers? Can you explain where you get this?

RJ: AI chat bot that is going on our website, which has allowed us to do is to see what people are asking about and we can use that information to route ad sets. Take more of a creative and inspirational

MH: Ads click through rates?

RJ: CPC google is significantly less expensive – than meta

- Meta 2-2.5% click through rate
- Google 1% click through rate

JPC: We also use Radio for paid advertising it's another layer to add to our paid marketing.

RJ: Metrics help us understand our BID collections. Currently the County is about 4 months behind paying us and with these analytics we are able to see about how much we are going to get. We are trying to get the county to use an online party to pay us monthly so we can be more on top of our collections.

It's nice to show our ad sets multiple times.

RP: Do you do any other kind of print paid marketing?

RJ: We have done car and bus wraps, radio in the BA... There is no way to judge the ROI with these kinds of advertisements. When we have a small budget it's best to use our money where we can measure the traffic. HOWEVER, with NCTC does use more print materials – stories and a partnership with USA Today giveaway, which helps us them generate 4-6k new newsletter signups (Visit CA does a match).

RP: Likes to know that there is a coop on more Mendocino County locations to pay such a large fee and collectively showcasing our county.

RJ: Visit CA helps us with some free marketing for our DMO specifically with images and their FAM trips. A Few years ago, Sonoma County Airport expanded and added TVs which allowed us to promote Mendocino County with short videos and QR codes. Which allowed us to try a lot of new marketing products, such as Carvertise (but we do longer do it with a small budget). VMC hasn't done direct print material ads in several years since we no longer have this kind of budget. We must focus on direct marketing to be able to track our efforts.

7. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Festival(s) Update

JM: Seafood and Sips is coming up 2 anchor events, Sparkling wine and oysters and then the Crab Cake Cook - Off and Cioppino the next weekend. We are not seeing too much in ticket sales for the Sparkling Wine and Oyster event, we are thinking this is going to come in for the last 2 weeks because it more of a local's event. TM are you almost sold out for the Crab Cake Cook - Off?

TM: we are about 30 tickets away from selling out, besides the handful of tickets we hold for special attendees.

VISIT MENDOCINO

JM: We are just festival crazy coming up.... White wine weekend (62% sold out already), Whale Festival coming up and we have a very busy few months coming up. Kathy how is Whale Festival.

Kathy: Permits are being put into order and hopefully by tomorrow we will have the tickets on sale. There is a good build up of events.

JM: Would like to be in the next Whale Festival meeting. Seafood and Sips signs will start to be put out on the week of the 26th.

RJ: Tawny and I would like to talk about shifting the Seafood and Sips festival 2027 this is due to the availability of crab. Either keeping the weekends as is Jan 29 – Feb 7? Or moving up the festival up to Jan 22 – Jan 30?

JM: is suggesting that Crab Cake moves date up closer into Jan and keep Sparkling Wine the same weekend.

JG: keep the same weekend

TM: We would like to keep it in Feb just because it gives us more time.

RJ: Let's not make it the same weekend.

- Holiday and Winter Promotions

RJ: It was the second year that we pushed the holidays, and it happened to be the 3rd most visited page on our homepage. The sooner we have information from cities on what they are doing the more we can promote it. We would say it would be successful.

- Whale Festivals

KH: No more to add, just trying to navigate yard signs – supercheapsigns.com.

- PR Report – *See Attachment*

JPC: couple of FAMs coming up this month, we have someone looking for meeting retreat locations. New person coming to the south coast. Also 3 new judges showing up for the Crab Cake Cook Off.

Next press release is going to be "Table for 2" combined with "Year in Kudos".

MH: Can we benefit from the "Donkey King" show on ABC?

RJ: Oscars Place isn't open to the public so it's not like we can send people there.

- Programmatic Analytics – *See Attachment*

LB: We had just under 30k clicks and 3M impressions at an average Cost Per Click of \$0.8 Per Click.

- Social Media Analytics – *See Attachment*

LB Dec Socials Generated about 3M impressions and about 4k engagements. Ran campaigns for Magic is real, Seafood and sips, Sparkling wine and oyster, Crab Fest and and Magic is Real Google.

- Website Analytics – *See Attachment*

LB Just about 80k visitors (compared to 70k visitors last year). People spent an average time of 1:14. Bounce rate was up to 72% compared to 66% the prior month.

- Booking Link – *See Attachment*

LB: Searches were the like November right around 5,600. Referrals were up just a tiny bit to 789 from the previous month which was around 774.

IR: In the Sunset article Christa Simons part of our PR efforts? Because it doesn't seem like it has a local feel about it.

NW: Actual worked with SCP's PR team to bring Christa out.

IR: can VMC pull these pieces together and create a consistent story.

RJ: Ko is helping to bring Sunset back to our county.

NW: Would love to collaborate a bit more together, SCP works a lot with Sunset

IR: Missing the group support hug, such as the Mendo Lodging Ass. Can we all collaborate and support each other?

JPC: Interests are very specific request a particular itinerary.

VISIT MENDOCINO

IR: Can VMC be the one to facilitate and work together to support each other. Pull at each other's resources.

JPC: Suggests an email to get more hidden gems. But we are not going to make everyone happy.

8. FUTURE AGENDA ITEMS Discussion

CB: Social media strategy

9. NEXT MEETING DATE Discussion Action Items

- MARKETING: February 3, 2026 at 10:00 AM

10. ADJOURN Action

EH 11:15 AM