



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, January 9, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/83050018931

1. CALL TO ORDER

2. ROLL CALL

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Cally Dym (CD) as Chair and various staff members with their roles.

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 [check] Discussion [check] Action Item

- 12.12.2023 Meeting Minutes – See Attachment | Approve

6. ITEMS FOR REVIEW [check] Discussion [check] Action Items

- Mckenzie Scalabrini Marketing Committee and Board of Directors Resignation – See Attachment
Festival(s) Update
PR Report
Podcast Update
Programmatic Analytics – See Attachment
Social Media Analytics – See Attachment
Website Analytics – See Attachment
Booking Link – See Attachment

VISIT MENDOCINO

- Wrap-Up | What to Report to the BOD
 - Marketing Committee Reporting to BOD | Discussion
- 7. **FUTURE AGENDA ITEMS**  **Discussion**
- 8. **NEXT MEETING DATE**  **Discussion**  **Action Items**
 - MARKETING: February 6, 2024 at 10:00 AM
- 9. **ADJOURN**  **Action**