VISIT MEND**∛CINO**

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

Committee Member

Cally Dym (CD) Katrina Kessen (KK) Elyse Hopps (EH) Kelley Litle (KL) Tawny MacMillan (TM) Christopher Boettcher (CB) Elizabeth Cameron (EC) Alyssum Weir (AW) Kasie Gray (KG) Julie Golden (JG)

Staff Members

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

At	tendance	Status
	Present 🗌	Absent
\Box	Present []	Absent

Attendance Status

- Present _ Absent
 Present _ Absent
- Title Chair Member Member Member Member Member Member Member Member

Title

Executive Director Partner Relations & Communications Marketing Manager Marketing & Communications Festival Coordinator Development Manager 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 \vec{J} Discussion \vec{J} Action Item

• 12.12.2023 Meeting Minutes – See Attachment | Approve

6. ITEMS FOR REVIEW 🗹 Discussion 🗹 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



- Wrap-Up | What to Report to the BOD
- Marketing Committee Reporting to BOD | Discussion
 FUTURE AGENDA ITEMS Discussion
- 8. NEXT MEETING DATE 🗹 Discussion 🗹 Action Items • MARKETING: February 6, 2024 at 10:00 AM
- 9. ADJOURN \mathbf{Z} Action