

MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE AGENDA

DATE: Tuesday, October 3, 2023 | START TIME: 10:00 AM PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

ZOOM: https://us02web.zoom.us/j/81037016566

1. CALL TO ORDER

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Dym (CD)	🗌 Present 🗌 Absent	Chair
Makenzie Blaylock (MB)	🗌 Present 🗌 Absent	Co-Chair
Katrina Kessen (KK)	🗌 Present 🗌 Absent	Member
Elyse Hopps (EH)	🗌 Present 🗌 Absent	Member
Kelley Litle (KL)	🗌 Present 🗌 Absent	Member
Tawny MacMillan (TM)	🗌 Present 🗌 Absent	Member
Christopher Boettcher (CB)	🗌 Present 🗌 Absent	Member
Elizabeth Cameron (EC)	🗌 Present 🗌 Absent	Member
Alyssum Weir (AW)	🗌 Present 🗌 Absent	Member
Kasie Gray (KG)	🗌 Present 🗌 Absent	Member
Julie Golden (JG)	🗌 Present 🗌 Absent	Member
Staff Members	Attendance Status	Title
Travis Scott (TS)	🗌 Present 🗌 Absent	Chief Executive Officer
Ramon Jimenez (RJ)	🗌 Present 🗌 Absent	Director of Marketing
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 $\vec{\mathcal{J}}$ Discussion $\vec{\mathcal{J}}$ Action Item
 - 9.5.2023 Meeting Minutes See Attachment | Approve

6. ITEMS FOR REVIEW ♂ Discussion ♂ Action Items

- Festival(s) Update
- Seafood and Sips Festival Pass
- Certified Tourism Ambassador Program Mendocino College See Attachment
- PR Report
- Winesong
- County Fair



- Bark in the Park
- Cal Travel
- USA Today Campaigns
- 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
- 7. FUTURE AGENDA ITEMS Z Discussion
- 8. NEXT MEETING DATE \vec{Z} Discussion \vec{Z} Action Items
 - MARKETING: November 7, 2023 at 10:00 AM
- 9. ADJOURN Z Action