



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

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Cally Dym (CD) as Chair, Makenzie Blaylock (MB) as Co-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 [checked] Discussion [checked] Action Item

- 9.5.2023 Meeting Minutes – See Attachment | Approve

6. ITEMS FOR REVIEW [checked] Discussion [checked] 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 ✓ Discussion

8. NEXT MEETING DATE ✓ Discussion ✓ Action Items

- **MARKETING:** November 7, 2023 at 10:00 AM

9. ADJOURN ✓ Action