VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, November 3, 2026| START TIME: 10:00 AM

PLACE: Visit Mendocino County: 367 N State Street #102, Ukiah, CA 95482

and

ZOOM: https://us02web.zoom.us/j/88287816069

1. **CALL TO ORDER**

2. **ROLL CALL**

Committee Member	Attendance Status	Title
Cally Coombs (CC)	☐ Present ☐ Absent	Chair
Elyse Hopps (EH)	☐ Present ☐ Absent	Member
Kelley Litle (KL)	☐ Present ☐ Absent	Member
Christopher Boettcher (CB)	☐ Present ☐ Absent	Member
Alyssum Weir (AW)	☐ Present ☐ Absent	Member
Kasie Gray (KG)	☐ Present ☐ Absent	Member
Julie Golden (JG)	☐ Present ☐ Absent	Member
Alina Reyes (AR)	☐ Present ☐ Absent	Member
Roxanne Perkins (RP)	☐ Present ☐ Absent	Member

Staff Members	Attendance Status	Title
Scott Schneider (SS)	☐ Present ☐ Absent	Interim Executive Director
Ramon Jimenez (RJ)	☐ Present ☐ Absent	Director of Operations
Melodie Hilton (MH)	☐ Present ☐ Absent	Public Relations
Jamie Peters-Connolly (JC)	☐ Present ☐ Absent	Stakeholder Engagement
Janis MacDonald (JM)	☐ Present ☐ Absent	Festival Coordinator

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 ☑ Discussion ☑ Action Item**
   - 9.15.2026 Meeting Minutes – ***See Attachment*** **| Approve**

6. **ITEMS FOR REVIEW ☑ Discussion ☐ Action Items**
   - Festival(s) Update
   - PR Report – *See Attachment*
   - Digital and Online Marketing
     - Social Media Analytics – *See Attachment*
     - Website Analytics – *See Attachment*
     - Booking Link – *See Attachment*

7. **ITEMS FOR DISCUSSION ☑ Discussion ☑ Action Items**
   - Inland Marketing Advisory Group

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8. **FUTURE AGENDA ITEMS ☑ Discussion**

9. **NEXT MEETING DATE ☑ Discussion ☑ Action Items**
    - **MARKETING:** December 1, 2026 at 10:00 AM

10. **ADJOURN ☑ Action**