



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, November 4, 2025 | START TIME: 10:00 AM

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

ZOOM: <https://us02web.zoom.us/j/87058465123>

1. CALL TO ORDER 10:04 AM

2. ROLL CALL

| Committee Member           | Attendance Status                         | Title                              |
|----------------------------|-------------------------------------------|------------------------------------|
| Cally Coombs (CC)          | X Present <input type="checkbox"/> Absent | Chair                              |
| Elyse Hopps (EH)           | <input type="checkbox"/> Present X Absent | Member                             |
| Kelley Litle (KL)          | X Present <input type="checkbox"/> Absent | Member                             |
| Tawny MacMillan (TM)       | X Present <input type="checkbox"/> Absent | Member                             |
| Christopher Boettcher (CB) | X Present <input type="checkbox"/> Absent | Member                             |
| Alyssum Weir (AW)          | <input type="checkbox"/> Present X Absent | Member                             |
| Kasie Gray (KG)            | <input type="checkbox"/> Present X Absent | Member                             |
| Julie Golden (JG)          | <input type="checkbox"/> Present X Absent | Member                             |
| Alina Reyes (AR)           | <input type="checkbox"/> Present X Absent | Member                             |
| Melodie Hilton (MH)        | <input type="checkbox"/> Present X Absent | Member                             |
| Roxanne Perkins (RP)       | X Present <input type="checkbox"/> Absent | Member                             |
|                            |                                           |                                    |
| Staff Members              | Attendance Status                         | Title                              |
| Ramon Jimenez (RJ)         | X Present <input type="checkbox"/> Absent | Executive Director                 |
| Jamie Peters-Connolly (JC) | X Present <input type="checkbox"/> Absent | Partner Relations & Communications |
| Lisa Batson (LB)           | X Present <input type="checkbox"/> Absent | Marketing Manager                  |
| Mckenzie McClain (MM)      | X Present <input type="checkbox"/> Absent | Marketing & Communications         |
| Janis MacDonald (JM)       | X Present <input type="checkbox"/> Absent | Festival Coordinator               |
| Jennifer Seward (JS)       | <input type="checkbox"/> Present X Absent | Development Manager                |
| Kathy Janes (KJ)           | <input type="checkbox"/> Present X Absent | Executive Support Specialist       |

Introduction of Guests:

Nickie Willett (SCP Hotels), Ian Roth (Seagull Inn), Kathy Holmes (Mendocino Coast Chamber of Commerce)

3. CHAIR'S COMMENTS: Thank everyone for joining and since things aren't working the way they were we are in charge of making things better.

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

- 10.14.2025 Meeting Minutes – **See Attachment | Approve**

6. ITEMS FOR DISCUSSION ☒ Discussion ☐ Action Items

- Whale Festival – *Discussion*

Kathy: We have met with the Mendocino portion and have created a few ideas, but this is a big anniversary the 50<sup>th</sup> for whale. The chamber was the catch all for the event, but it has changed frequently. I think there is a bigger picture not just the chamber. Fort Bragg hasn't been spoken to, so we aren't really sure how to make it feel more festively.

# VISIT MENDOCINO

RJ: VMC is going to promote to the best of our ability as well as a draw to get people to the area.

JM: There could be a lot more cohesiveness and I think it is a great idea to make it feel more like a festival because each thing makes it feel like a separate event.

IR: This is my third year and if we don't put on the whale fest then we are cutting the chamber membership. So I have decided to be more involved. Last year there were 14 or 15 venues to eat or drink wine for the chowder competition.

JM: Point Arena could pick up the weekend that Westport used to have.

Cab and Kelley will tag team Barbara to try to connect them to the festival. Maybe pull in Hedi Dickerson from the Whale Wars.

## 7. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Festival(s) Update

JM: We are in the middle of our Harvest Mendocino we had our arts expo and magic market the first weekend and this last Saturday we had the Mushroom Train. We haven't received statistics yet about out of towners. Mendo Italiano has almost sold out they are at 110 tickets sold and 125 is the goal. Then we have the mushroom fungi event happening at the end of the festival. We have also finished the seafood and sips brochure.

- PR Report – *See Attachment*

JPC: We had a 2-month update for you so hopefully everyone took a look at that.

- PR Comparison – *See Attachment*

- Holiday and Winter Promotions

Lisa and Mckenzie have been adding events and compiling lists of events and Lisa is making a home page to launch between festivals.

CC: Is nonprofit the way to go and if we can get crab back in January that would be much more efficient for Visit Mendocino. We should discuss following crab cake dates.

- Programmatic Analytics – *See Attachment*

LB: We had just about 12k clicks and 694k impressions at an average Cost Per Click of \$.14 Per Click

- Social Media Analytics – *See Attachment*

LB: Oct. Socials Generated about 2.8M impressions and about 4k engagements

Ran campaigns for Mushroom Train, Mendo Italiano, Harvest Mendo and Magic is real Meta

- Website Analytics – *See Attachment*

LB: 63k visitors (31k visitors last year, over doubled)

They spent an average time of 1:29

Bounce rate was around the same as last month at 63%

- Booking Link – *See Attachment*

LB: Searches were down to 6k from almost 7k last month

Referrals are about the same as last month around 900

## 8. FUTURE AGENDA ITEMS ☒ Discussion

PR Agencies and discussions

## 9. NEXT MEETING DATE ☒ Discussion ☒ Action Items

- **MARKETING:** December 2, 2025 at 10:00 AM

## 10. ADJOURN ☒ Action CB at 11:25 AM