



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, November 7, 2023 | START TIME: 10:00 AM
PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and
ZOOM: https://us02web.zoom.us/j/82187499258

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 Scalabrini (MS) 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

- 10.3.2023 Meeting Minutes – See Attachment | Approve

6. ITEMS FOR REVIEW [checked] Discussion [checked] Action Items

- Festival(s) Update
PR Report
Meet and Greet
RoGoPro Podcast
Visit California Mixer – December 5
DogTrekker Report – See Attachment

VISIT MENDOCINO

- USA Today Campaign Report – *See Attachment*
- 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: December 12, 2023 at 10:00 AM

9. ADJOURN ✓ Action