

# MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE AGENDA

DATE: Tuesday, December 12, 2023 | START TIME: 10:00 AM PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482 and

ZOOM: https://us02web.zoom.us/j/85334726040

#### 1. CALL TO ORDER

#### 2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Dym (CD)	🗌 Present 🗌 Absent	Chair
Makenzie Scalabrini (MS)	🗌 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
Ramon Jimenez (RJ)	🗌 Present 🗌 Absent	Executive Director
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)	T. Present T. 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 **☑** Discussion **☑** Action Item
  - 11.7.2023 Meeting Minutes See Attachment | Approve

### 6. ITEMS FOR REVIEW ♂ Discussion ♂ Action Items

- Festival(s) Update
- PR Report
- Visit California Mixer Update
- The Cannabis Trail Co-op Campaign with Visit Oakland and Visit Humboldt \$25,000 Ad Spend | Approve
- Holiday Travel Discussion
- Programmatic Analytics See Attachment
- Social Media Analytics See Attachment

## VISIT MEND\*CINO

- 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: January 2, 2024 at 10:00 AM
- 9. ADJOURN Z Action