



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

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Cally Dym (CD) as Chair and staff members like Ramon Jimenez (RJ) as Executive Director.

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 MENDOCINO

- 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 Action