



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, December 2, 2025 | START TIME: 10:00 AM

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

ZOOM: <https://us02web.zoom.us/j/86936298525>

1. CALL TO ORDER 10:00 AM

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Coombs (CC)	X Present <input type="checkbox"/> Absent	Chair
Elyse Hopps (EH)	X Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	<input type="checkbox"/> Present X 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)	X Present <input type="checkbox"/> Absent	Member
Melodie Hilton (MH)	X Present <input type="checkbox"/> 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 McLain (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: Kathy Holmes, Ian Roth & John Glidewell

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

- 10.14.2025 Meeting Minutes – **See Attachment | Approve**
- 11.4.2025 Meeting Minutes – **See Attachment | Approve**
RP 1st and EH 2nd Motion Carries

6. ITEMS FOR DISCUSSION ☒ Discussion ☐ Action Items

- Public Relations – *Discussion*
CC: The final choice on who we use for contracts is made by the ED.
CB: Ko didn't pay very much attention to the property and then left early the next morning. We should look into a more relevant individual rather than just sticking with Ko. We would like a better explanation about her numbers. We should be combining our PR and social media, and we need to roll everything together.

VISIT MENDOCINO

RJ: We went back to look through old metrics and KPI's that we have been reporting since 2018. 300 media placements more than 6.6 million in add equivalency and 12 media visits and 12 media missions were the goals set then. Now we like to see 550, 17 million, media visits 18, and then conferences have increased from 2-3. Lake and Humboldt handle their own media, and Del Norte has a PR Representative. Sonoma County uses different guidelines that are similar to what we measure but we separate the info. Napa reports on their impressions and VMC measures the number for press releases media placement media visits add equivalency and trade shows. The number has grown exponentially and the clipping service we use are provided through our software that we contract with not through Ko. We spoke to Carl Rebato, and he said almost all DMOs use baseline metrics to track. He also goes on to discuss how the metric is important to utilize but not to live and die by and gives a good picture of the annual data to compare year after year. He also talks about other KPI that are great but not an industry standard like Sonoma County.

CB: I think after 15 years we should update our program and look around.

JPC: What we have heard back from media guests is that she is great and they love being able to work with her. When we look at who she has brought in we are getting big names out there and they also have a lot of respect for her. We also have media guests who come here more than once a year because they love her pitches. I think it is also good to not put all our eggs in our basket. The majority of respondents from the survey we sent is people want both traditional and new age media.

RJ: We think that doing this at the same time we are doing our BID it may be difficult. We can set up a plan for an RFP, but we also could still continue to use Ko.

CC: We want this committee to be more involved. This is the group staff has to help with ideas and be a more working committee. Influencers are their own brands and the using a publicist is involved in supporting our brand.

JPC: When Ko sends us pillars or what the angel is that we have agreed upon for the month we create listicle, and a press release, and an email to show everyone what we have accomplished for the month. She also lets us know the trends she is seeing. Traditional media doesn't want to be bombarded they travel for the experience.

MH: The metrics that Ramon is discussing is a tried-and-true way to measure metrics. Does anyone have an idea of what they want their PR to do for them, or do you have an additional metric? Word of mouth is still one of the biggest providers for business. What do you want your PR to do and do we have a few things that can show success?

CB: The goal is to measure heads in beds from PR.

CC: Next month we will discuss paid advertising

7. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Festival(s) Update

JM: We collaborated for the Lit Boat Parade, and it was very well attended. Was it successful for people getting the packages together

JG: It was too short of notice for the packages.

JM: The next event is in January and at Campovida, and he put out a black Friday special and saw a surge of 9000 for white wine when he did it. He also said that 75% were new customers. We also have the crabcake cook off is coming soon. The event has 53% of sales sold and we are up to 6 states across the country. The brochures are going out today for lodging and we are going to start inland brochure distribution as well.

- Holiday and Winter Promotions

JPC: This has been live for a while now and we have seen almost 10000 visitors for different events. We have also put out 3 emails about Holiday stuff.

CC: We were talking about Crab and ways to make little things available through the year. Like 6 bars offering crab and alcohol specials.

RJ: If we could get 5 business's to offer this special that would be the minimum to have it be on the landing page.

LB: We need to loop in lodging so maybe if we offer a stamp and you get entered into a drawing?

VISIT MENDOCINO

IR: Mendocino seems like the perfect place for a crab crawl because otherwise you're driving.

CC: Looking to bring January up again. It can be a building year, and it can start off in the 2026 end of January.

- **Whale Festivals**

KH: Currently Mendo is going to have chowder and a wine walk. We are going to offer a whale gallery for the whole month. The Kelley house is doing a film event and there will also be the showing 4 weekends at different places. There are also a few things we have been trying to push with families to be able to do. Little River is doing the Margarita competition and the Spring Ranch Whale Walk and maybe a pickleball tournament, but it is all weather oriented. We also have a whale run wine walk and chowder festival and a beer festival. Also possibly a cornhole tournament. We also will have flags for anyone hosting the events. Also Point Arena was worried about impacting there Almost Fringe Festival, but they are excited to have individual business doing smaller things.

- **PR Report – *See Attachment***

Since it is so early in the month, we don't have numbers to compare. We have had a large crowd of influencers this last month while is very cool. We also have created the list of emails we are going to send out over the year to push promotions.

- **Programmatic Analytics – *See Attachment***

LB: We had just about 25.5k clicks and 2.18M impressions at an average Cost Per Click of \$0.10 Per Click

- **Social Media Analytics – *See Attachment***

LB: Nov Socials Generated about 1.8M impressions and about 2.6k engagements

Ran campaigns for Holidays in Mendocino and Magic is real Meta

- **Website Analytics – *See Attachment***

LB: 66k visitors (54k visitors last year, over doubled)

They spent an average time of 1:27

Bounce rate was around the same as last month at 66%

- **Booking Link – *See Attachment***

LB: Searches were the same as last month right around 5,700

Referrals are down to 774 from last month which was around 912

8. FUTURE AGENDA ITEMS ↗ Discussion

Paid Advertising

9. NEXT MEETING DATE ↗ Discussion ↗ Action Items

- **MARKETING**: January 6, 2026 at 10:00 AM

10. ADJOURN ↗ Action EH at 11:26 AM