



## MENDOCINO COUNTY TOURISM COMMISSION, INC.

### MARKETING COMMITTEE AGENDA

DATE: Tuesday, February 3, 2026 | START TIME: 10:00 AM

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

ZOOM: <https://us02web.zoom.us/j/88078489923>

#### 1. CALL TO ORDER

#### 2. ROLL CALL

##### Committee Member

Cally Coombs (CC)  
Elyse Hopps (EH)  
Kelley Little (KL)  
Tawny MacMillan (TM)  
Christopher Boettcher (CB)  
Alyssum Weir (AW)  
Kasie Gray (KG)  
Julie Golden (JG)  
Alina Reyes (AR)  
Melodie Hilton (MH)  
Roxanne Perkins (RP)

##### Attendance Status

<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Title
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
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<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

##### Title

##### Staff Members

Ramon Jimenez (RJ)  
Jamie Peters-Connolly (JC)  
Lisa Batson (LB)  
Mckenzie McLain (MM)  
Janis MacDonald (JM)  
Jennifer Seward (JS)  
Kathy Janes (KJ)

##### Attendance Status

<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Title
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Partner Relations & Communications
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing Manager
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Marketing & Communications
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Festival Coordinator
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Development Manager
<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Support Specialist

##### Title

#### 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

- 1.6.2025 Meeting Minutes – *See Attachment* | **Approve**

#### 6. ITEMS FOR DISCUSSION Discussion Action Items

- Social Media Strategy – *Discussion*

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

- Festival(s) Update
- Seafood & Sips
- Whale Festivals
- PR Report – *See Attachment*

VISIT  
MENDOCINO

- Programmatic Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
- Website Analytics – *See Attachment*
- Booking Link – *See Attachment*

8. FUTURE AGENDA ITEMS  Discussion

9. NEXT MEETING DATE  Discussion  Action Items

● MARKETING: March 3, 2026 at 10:00 AM

10. ADJOURN  Action