VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

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 10:02 AM**

2. **ROLL CALL**

Committee Member	Attendance Status	Title
Cally Coombs (CC) 10:05	X Present ☐ Absent	Chair
Elyse Hopps (EH)	☐ Present X Absent	Member
Kelley Litle (KL)	X Present ☐ Absent	Member
Tawny MacMillan (TM)	☐ Present X Absent	Member
Christopher Boettcher (CB)	X Present ☐ Absent	Member
Alyssum Weir (AW)	☐ Present X Absent	Member
Kasie Gray (KG)	X Present ☐ Absent	Member
Julie Golden (JG) 10:07 AM	X Present ☐ Absent	Member
Alina Reyes (AR)	X Present ☐ Absent	Member
Melodie Hilton (MH)	X Present ☐ Absent	Member
Roxanne Perkins (RP)	X Present ☐ Absent	Member

Staff Members	Attendance Status	Title
Ramon Jimenez (RJ)	X Present ☐ Absent	Executive Director
Jamie Peters-Connolly (JC)	X Present ☐ Absent	Partner Relations & Communications
Lisa Batson (LB)	X Present ☐ Absent	Marketing Manager
Mckenzie Mclain (MM)	X Present ☐ Absent	Marketing & Communications
Janis MacDonald (JM)	☐ Present X Absent	Festival Coordinator
Jennifer Seward (JS)	☐ Present X Absent	Development Manager
Kathy Janes (KJ)	☐ Present X Absent	Executive Support Specialist

Introduction of Guests: Kathy Holmes, Ian Roth, and Nickie Willet

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**
     Rp 1st and MH 2nd *Motion Carries*

6. **ITEMS FOR DISCUSSION ☑ Discussion ☐ Action Items**
   - Social Media Strategy – *Discussion*
     RJ: The board and stakeholders have had different opinions on what the social media should look like. So as a team we decided it should just show what the county has to offer in the post, so we wanted to review. As of the year start we spent more time posting video reals through partners and have shown more lodging options while still hitting our goals. We would like to get feedback on what is being done and shared.
     CC: we have focused on not just posting one business at a time have we made any progress on that front?

RJ: Lisa has made a new strategy of what we share and what the right approach is and Jamie and I have review and added as we go but we want your thoughts. We have created and drafted a policy but there are changes to be made over the last few months. With influencers we are making it clear that lodging is highlighted and we realized the more crammed in an itinerary the harder it is for influencers to hit our marks so we need to limit the focus for paid content creators. So maybe one activity a day paid to highlight.
CB: We got most of our bookings from friends and family and our website so we would love to see that increase from the VMC website. Item to discuss: I would like to know what internal marketing we're doing to reach out to our stakeholders for communications, updates and especially feedback.

7. ITEMS FOR REVIEW ☑ Discussion ☐ Action Items

- Festival(s) Update
- RJ: The wine barn was incredible for the sparkling wine and oyster celebration and there were over 200 attendees and they saw a big jump in sales closer to the event.
- JG: Downtown Hopland looked great and the event was really well attended. They were able to bring wines from all over Sonoma county as well, so it brought people up from the bay area. There were also locals from different places in the county. Hotels were not full and we sold about 20 dd tickets. Another bad things happening is Caltrans is working on there ADA project ripping up sidewalks for 2 miles starting next month. Coming up is the crab cake cook off which sold out in early January. There are about 90-yard signs for seafood and sips all through the county. Following this weekend is the White Wine Festival in Anderson Valley. After that is Whale Festival through the month of March.
- KH: We have most things out there and ready to go flyers and calendars are out. Press Releases are out and we added a mocktail trail. The big thing now is putting up flyers all through the county.
- CC: We really want to own whale again. If we did whale video the whole month of March we could get a big draw.
- RJ: The Whale Festival needs a videographer.
- KH: The Cioppino Dinner still has tickets for sale. There are 22 sold for 7:30 and 29 for the 5:00. Still need to keep pushing the event forward.
- Seafood & Sips
- Explained Above
- Whale Festivals
- Explained Above
- PR Report – *See Attachment*
  JPC: We had 3 FAMs all in a short time within January and one came from Visit CA. We have an influencer coming in April going through the county for a fair bit of content. Then in May we have an international FAM with 8 people.
- Programmatic Analytics – *See Attachment*
  LB: We had just under 38.7k (up about 8,700 from last month) clicks and 4M (up about 1M from last month) impressions at an average Cost Per Click of $0.6 Per Click
- Social Media Analytics – *See Attachment*
  LB: Jan Socials Generated about 2.7M impressions and just over 6k engagements
  We Ran campaigns for Magic is real, Seafood and sips, Sparkling wine and oyster, White Wine Weekend, and Whale Festival
- Website Analytics – *See Attachment*
  LB: Just about 99k visitors
  People spent an average time of 1:24
  Bounce rate was at 72%
- Booking Link – *See Attachment*
  LB: Searches were up from 5,600 in Dec to 8,200 in January.
  Referrals were also up to 1,100 from the previous month which was around 789.

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8. **FUTURE AGENDA ITEMS ☐ Discussion**
   Item to discuss I would like to know what internal marketing we're doing to reach out to our stakeholders for communications, updates and especially feedback.

9. **NEXT MEETING DATE ☑ Discussion ☑ Action Items**
   - **MARKETING:** March 3, 2026 at 10:00 AM

10. **ADJOURN ☑ Action**
    KG at 10:49 AM