



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, February 4, 2025 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/85643835435

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 various staff members with their roles.

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 [check] Discussion [check] Action Item

- 1.7.2025 Meeting Minutes – See Attachment | Approve



6. ITEMS FOR REVIEW [check] Discussion [check] Action Items

- Katrina Kessen Letter – See Attachment
Festival(s) Update
Whale Festival
Visit California Outlook Forum
PR Report – See Attachment
Programmatic Analytics – See Attachment
Social Media Analytics – See Attachment
Website Analytics – See Attachment

VISIT MENDOCINO

- Booking Link – *See Attachment*

7. FUTURE AGENDA ITEMS  Discussion

8. NEXT MEETING DATE  Discussion  Action Items

- MARKETING: March 11, 2025 at 10:00 AM (2nd Tuesday not 1st Tuesday)

9. ADJOURN  Action