



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, February 6, 2024 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/83586641962

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 [checked] Discussion [checked] Action Item

- 1.9.2024 Meeting Minutes – See Attachment | Approve

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

- Festival(s) Update
December and January Marketing - Discussion
PR Report
PR Discussion
Podcast Update
Programmatic Analytics – See Attachment
Social Media Analytics – See Attachment
Website Analytics – See Attachment

# VISIT MENDOCINO

- 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: March 5, 2024 at 10:00 AM

## 9. ADJOURN Action