



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, March 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/82395644913

1. CALL TO ORDER 10:04 AM

2. ROLL CALL

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Cally Coombs (Chair) and staff members like Ramon Jimenez (Executive Director).

Introduction of Guests:

3. CHAIR'S COMMENTS: Nickie from SCP, Tawny MacMillan MCHC and Board Secretary

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

- 2.3.2026 Meeting Minutes - See Attachment | Approve
RP 1st and JG 2nd Motion Carries

6. ITEMS FOR DISCUSSION [checked] Discussion [unchecked] Action Items

- Internal Communications Strategy - Discussion
RJ: This talking point came from a request from Cab. We currently do internal communication and stakeholder outreach. We send out monthly PR Campaigns, Calendars of Events, as well as sending anchor event communication. There has been discussion about more outreach to include surveys and feed back to gather more information about what stakeholders need. Happy to get thoughts and input about what is wanted and needed from the Marketing Committee. We think stakeholders would benefit from assets. Also we would like to add communication and feedback about resources. We need this to be revamped and updated for partners to look into.

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

- Festival(s) Update

JM: We had a very busy February and we will have. A very busy March. Crab Cake was a sellout. We had visitors from 14 other states attend. The White Wine Weekend was Presidents Weekend and Valentines and normally we do it a different weekend, but the attendance was fine but did not reach the projected attendance. It was 50 tickets below the goal. We have something going each weekend of March for Whale Festival and most lodging partners are doing whale specials for whale watching. Mendocino is up first and they have 14 business signed up for wine walk and the chowder tasting. As well as a DJ at crown hall. Then Little River with 2 new events Margarita Competition and Mocktail Trail as well as talks and walks. Then Fort Bragg has so many happenings with Beer Festival and so much more. Then Last weekend is Point Arena with Concerts Whale Watching and more. Plus Restaurant Week is this week.

RJ: Next year White Wine lands on super bowl weekend but they would like to move it to one of the last 2 weekends for the month instead of one crazy jam-packed weekend. Noel Burges is our influencer from Forbes, and we are waiting on the content. As well as a paper article from Hopland.

- Whale Festivals

- PR Report – *See Attachment*

RJ: February's Whale Festival press release generated 70 media hits, 314K impressions, and \$7.7M in ad equivalency. While this was solid coverage—including strong pickups from Travel + Leisure, Forbes, San Francisco Chronicle, The Voice of San Francisco, and East Bay Times, as well as various Bay Area broadcast stations—it delivered significantly fewer hits and lower ad equivalency compared to last year's highly popular Solo Travel release. In March, we'll shift focus to "townsizing," a growing travel trend centered on exploring lesser-known towns.

- PR Comparison – *See Attachment*

- Programmatic Analytics – *See Attachment*

RJ: Programmatic analytics generated 3.6M impressions, 37k clicks at a CPC of \$0.07

- Social Media Analytics – *See Attachment*

RJ: Ran Magic is real, Whale Festival, White Wine Weekend campaigns which generated an additional 36k clicks

Had 77k visitors in February vs 98k in January

- Website Analytics – *See Attachment*

RJ: Average time on site increased by 20 seconds to 1 minute 44 seconds and the bounce rate decreased from 72% to 63%

The top landing page was the whale festival page followed by the events page, and the specials and deals page

- Booking Link – *See Attachment*

RJ: 7k searches vs 8.2k in Jan, but about the same referrals as the previous month at 1.1k

**8. FUTURE AGENDA ITEMS**  Discussion

Continuing discussion on Influencer program.

Also regenerative agriculture might be a good chat to put into marketing.

**9. NEXT MEETING DATE**  Discussion  Action Items

- **MARKETING:** April 7, 2026 at 10:00 AM

**10. ADJOURN**  Action EH 1<sup>st</sup> and JG 2<sup>nd</sup> at 10:29 AM