



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

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:

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

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

- Internal Communications Strategy - Discussion

7. ITEMS FOR REVIEW [checked] Discussion [unchecked] Action Items

- Festival(s) Update
Whale Festivals
PR Report - See Attachment
PR Comparison - See Attachment
Programmatic Analytics - See Attachment
Social Media Analytics - See Attachment

VISIT MENDOCINO

- Website Analytics – *See Attachment*
- Booking Link – *See Attachment*

8. FUTURE AGENDA ITEMS Discussion

9. NEXT MEETING DATE Discussion Action Items

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

10. ADJOURN Action