

## MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE AGENDA

DATE: Tuesday, March 5, 2024 | START TIME: 10:00 AM PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

**ZOOM:** <u>https://us02web.zoom.us/j/81428374181</u>

## 1. CALL TO ORDER

## 2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Dym (CD)	🗌 Present 🗌 Absent	Chair
Katrina Kessen (KK)	🗌 Present 🗌 Absent	Member
Elyse Hopps (EH)	🗌 Present 🗌 Absent	Member
Kelley Litle (KL)	🗌 Present 🗌 Absent	Member
Tawny MacMillan (TM)	☐ Present ☐ Absent	Member
Christopher Boettcher (CB)	☐ Present ☐ Absent	Member
Elizabeth Cameron (EC)	🗌 Present 🗌 Absent	Member
Alyssum Weir (AW)	🗌 Present 🗌 Absent	Member
Kasie Gray (KG)	🗌 Present 🗌 Absent	Member
Julie Golden (JG)	🗌 Present 🗌 Absent	Member
Alina Reyes (AR)	🗌 Present 🗌 Absent	Member
Staff Members	Attendance Status	Title
Ramon Jimenez (RJ)	🗌 Present 🗌 Absent	Executive Director
Jamie Peters-Connolly (JC)	🗌 Present 🗌 Absent	Partner Relations & Communications
Lisa Batson (LB)	☐ Present ☐ Absent	Marketing Manager
Mckenzie McLain (MM)	☐ Present ☐ Absent	Marketing & Communications
Janis MacDonald (JM)	🗌 Present 🗌 Absent	Festival Coordinator
Jennifer Seward (JS)	☐ Present ☐ Absent	Development Manager
Kathy Janes (KI)	☐ Present ☐ Absent	Executive Support Specialist

## **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  $\vec{\mathbf{Z}}$  Discussion  $\vec{\mathbf{Z}}$  Action Item
  - 2.6.2024 Meeting Minutes See Attachment | Approve
- 6. ITEMS FOR REVIEW ♂ Discussion ♂ Action Items
  - Festival(s) Update
  - PR Report
  - Cabbi Story Requests
  - Programmatic Analytics See Attachment
  - Social Media Analytics See Attachment
  - Website Analytics See Attachment
  - 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  $\vec{Z}$  Discussion  $\vec{Z}$  Action Items
  - MARKETING: April 2, 2024 at 10:00 AM
- 9. ADJOURN 🛣 Action