



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, April 1, 2025 | START TIME: 10:00 AM

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

ZOOM: <https://us02web.zoom.us/j/89570144511>

1. CALL TO ORDER 10:05 AM

2. ROLL CALL

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

Introduction of Guests:

3. CHAIR'S COMMENTS: Do we need the public comment section if the group is not brown-acted?

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 ☒ Discussion ☒ Action Item

- 3.11.2025 Meeting Minutes – **See Attachment | Approve**  
CB 1<sup>st</sup> and EH 2<sup>nd</sup> Motion Carries

6. ITEMS FOR REVIEW ☒ Discussion ☒ Action Items

- Festival(s) Update  
JM: Coming up is almost fringe in Point Arena in cahoots with the whale kites in the sky in May, we have the Pinot festival followed by the film festival, and that takes us to the Junes urchin festival. The whale festival seemed to have gone very well, with lots of out-of-towners coming in. In the next couple of weeks, we will be started on the Harvest festival brochure. We have some talk about a new big inland event for harvest.  
TM: Wants to talk more about Seafood & Sips to try and take advantage of Super Bowl Sunday.
- Whale Festival

# VISIT MENDOCINO

- Harvest Mendocino
- Holiday Promotion  
RJ: This year was our first year doing some big holiday promotions. We can return to it, but I wanted to discuss it now.
- PR Report – *See Attachment*  
JP: We are still waiting on March numbers. Today, we have a collaborator checking into town. We now have another media guest coming the first weekend in May. Then, in the middle of May, we are waiting to hear from Mexico so we can schedule a culinary-focused trip. Visit CA is working on putting this together. We also just got a request from a writer about the Botanical Gardens drone footage.
- Programmatic Analytics – *See Attachment*  
-29.8K clicks, 1.9M impressions at a CPC of \$0.07  
-Social generated 2.7M impressions and 12.4K engagements-Ran campaigns for Magic is Real, Blues Fest, Pinot Fest, Willits Car Show, Whale Fest, Almost Fringe, and Taste Mendocino
- Social Media Analytics – *See Attachment*
- Website Analytics – *See Attachment*  
-55.7K visitors  
-1:30 seconds average time per visit  
-Bounce Rate down to 52%
- Booking Link – *See Attachment*  
-Searches up to 6,844 from 6,147  
-Referrals up from 860 to 870

## 7. FUTURE AGENDA ITEMS Discussion

## 8. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** May 6, 2025 at 10:00 AM

## 9. ADJOURN Action

JG 1<sup>st</sup> at 10:35 AM