VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.
MARKETING COMMITTEE AGENDA
DATE: Tuesday, April 2, 2024│ START TIME: 10:00 AM
PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and
ZOOM: https://us02web.zoom.us/j/81760086599

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 (KJ)	☐ 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 ☑ Discussion ☑ Action Item**
   - 3.5.2024 Meeting Minutes – *See Attachment* **| Approve**

6. **ITEMS FOR REVIEW ☑ Discussion ☑ Action Items**
   - 2024/25 Marketing Plan Draft – *See Attachment* | Approve
   - Festival(s) Update
   - PR Report – *See Attachment*
   - Skunk Train Report – *See Attachment*
   - Gathering information from stakeholders - Continued Discussion
   - Getting Advance Event Information to Stakeholders - Continued Discussion
   - Marketing for Events - Continued Discussion

- Restaurant Group Formation Update
- Website Update
- Programmatic Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
- Website Analytics – *See Attachment*
- Booking Link – *See Attachment*

7. FUTURE AGENDA ITEMS ☑ Discussion

8. NEXT MEETING DATE ☑ Discussion ☑ Action Items
- **MARKETING:** May 7, 2024 at 10:00 AM

9. ADJOURN ☑ Action