



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, April 7, 2026 | START TIME: 10:00 AM

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

ZOOM: https://us02web.zoom.us/j/88095533410

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 Scott Schneider (Interim 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

- 3.3.2026 Meeting Minutes – See Attachment | Approve

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

- Festival(s) Update
- Whale Festivals re-cap
- Upcoming Festivals
- PR Report – See Attachment
- PR Comparison – See Attachment
- Digital and Online Marketing
- Programmatic Analytics – See Attachment
- Social Media Analytics – See Attachment

# VISIT MENDOCINO

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

**7. ITEMS FOR DISCUSSION** ↗ Discussion ↗ Action Items

- Stakeholder Engagement

**8. FUTURE AGENDA ITEMS** ↗ Discussion

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

- **MARKETING:** May 5, 2026 at 10:00 AM

**10. ADJOURN** ↗ Action