

# VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

## MARKETING COMMITTEE MINUTES

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 10:05 AM

### 2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Coombs (CC)	<input type="checkbox"/> Present X Absent	Chair
Elyse Hopps (EH)	X Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	X Present <input type="checkbox"/> Absent	Member
Christopher Boettcher (CB)	<input type="checkbox"/> Present X Absent	Member
Alyssum Weir (AW) 10:12 AM	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	<input type="checkbox"/> Present X Absent	Member
Julie Golden (JG) 10:08 AM	X Present <input type="checkbox"/> Absent	Member
Alina Reyes (AR)	X Present <input type="checkbox"/> Absent	Member
Melodie Hilton (MH)	X Present <input type="checkbox"/> Absent	Member
Roxanne Perkins (RP)	X Present <input type="checkbox"/> Absent	Member
<b>Staff Members</b>	<b>Attendance Status</b>	<b>Title</b>
Scott Schneider (SS)	X Present <input type="checkbox"/> Absent	Interim Executive Director
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Director of Operations
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations & Communications
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: Kathy Holmes, runs the whale festival

### 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

- 3.3.2026 Meeting Minutes – **See Attachment | Approve**  
EH 1<sup>st</sup> and AR 2<sup>nd</sup> Motion Carries

### 6. ITEMS FOR REVIEW Discussion Action Items

- Festival(s) Update
  - Whale Festivals re-cap
  - Upcoming Festivals  
JM: Well we had a full month of whale festival activities through the entire coast, and we saw lots of out of county guests. Wondering how Point Arena looked this weekend.

# VISIT MENDOCINO

EH: Definitely have been way busier since Whale Festival was in full swing. Also spring break made the timing perfect

JM: Thank you Kathy for all of your work on the Whale Festival it wouldn't have worked as well without you and I think this was a great turn out this year. We had most people coming in from our of town. The next event is in April for Almost Fringe Festival in Point Arena, then film festival, music festival, and the Pinot Festival in Anderson Valley. Do we think events are impactful and do we think we want to put more energy behind these.

SS: We really want to engage the committee about where we should put the resources for all of the festival that are coming up.

JPC: We also have the Fort Bragg Blues Festival, The Beer Festival and the Murder She Wrote Festival coming up in May all on the same weekend. We also inland in the summer have the big Willits Frontier Days.

RJ: The rebranded taste Mendocino is this summer as well and there is a Willits car and bike show in the upcoming months. We are also looking to figure out what events are more local and more tourist facing, and it has been very difficult to do with the free city events and how do we measure the events. We are trying to figure out how to measure the value. We have a limited budget so we want more guidance and direction as to how we allocate funds so that ad sets can begin now.

MH: We have something called featured events what is that?

RJ: We are working on a landing page to push and promote the big events like a spring landing page that incorporated the events we just mentioned.

JPC: When we spend money on digital adds please know that we send out eblast each month so people can plan accordingly with all events featured. Also Kenzie has gone in and added in the major events on the website so people can see it and plan accordingly.

JG: The hotels need to give us more room data so that we can better support them based on the new board goals and set up because of the direction the Board is Turning.

SS: We need to do more surveys or more frequently checking in so that we can use their numbers to understand what the marketing team is supporting.

JG: There needs to be some action, time and energy spent by lodging to get things to the team for real feedback.

MH: Cally Brendan and I were sharing reports on other DMO's this week so well send those to Scott but also, we would love to see how many of these events are more than 1 day. So maybe we can't filter dollars based on length of time an event is.

JM: However, then we look at things like the 50K run that sells out but we have people traveling from all over the place and stay up to 5 nights with families and so it is harder to decide where to spend dollars.

SS: So as far as the festivals we are focusing on multiple day events.

JPC: Maybe we have a landing page for big music events coming up

## **Event promotion (future events):**

SS: Lodging needs to provide better data as to how local and regional events effect their occupancy and ADR (average daily rate). We should reach out to Jon Glidewell who does the quarterly lodging survey and see if we can include a couple events each quarter to get some data.

Melodie suggested reports other DMO use for this sort of reporting. Unfortunately, it is through STR (Smith Travel Research) which only bigger chains and properties utilize. These reports would not give a clear picture of Mendocino County's hotel data.

VMC should focus more on multi-day events to encourage more overnight stays.

VMC website should add a "live music" section on the website to highlight those activities.

- PR Report – *See Attachment*
  - PR Comparison – *See Attachment*

# VISIT MENDOCINO

JPC: We were up last year to some degree and March was a lot better for March than in February. Solo travel went out in February last year and so I think that the numbers look so good for March because we send what is happening in February for March. We had 5 FAMS September – January. We have had articles coming out the last 2 weeks and we send the articles to anyone who was mentioned and then we have 3 influencers coming up in April and in May we have 6 international FAMS coming, they are all luxury and relaxed travel. The Press Release going out this month is townsizing. Then we have a sale show with our PR Person at the end of the month and then we are putting together new and noteworthy things for her.

- Digital and Online Marketing
  - Programmatic Analytics – *See Attachment*
  - Social Media Analytics – *See Attachment*
  - Website Analytics – *See Attachment*
  - Booking Link – *See Attachment*

## 7. ITEMS FOR DISCUSSION Discussion Action Items

- Stakeholder Engagement

SS: Every Wednesday our staff. Meets and we have discussed how hard it is to get businesses and experiences and even hotel engagement. We want ideas or thoughts on how we might better reach out from partners or stakeholders.

RP: Adding things to the event calendar for them is a good first step and then reaching out and asking them how we help and show them what we offer.

JPC: Working on an engaging eblast for stakeholders that is like what do you find interesting or must dos. Also what to you find iconic about Mendocino County.

SS: We just really need more content creation, and we have so many stakeholders with so many offers with great stories, thoughts, places to go, photos for promotion, things to see, ideas and we just want to increase our content. Also please reach out whenever with ideas.

## 8. FUTURE AGENDA ITEMS Discussion

### Stakeholder engagement:

SS: VMC staff should post their events and follow up with them to try and engage them further

SS: Jamie to send out a survey/communication regarding what locals love to do and the “must sees”

SS: Create some sort of working group or committee of the hired marketing/PR professionals by lodging to meet quarterly to share ideas, partner when appropriate and overall ensure we are all maximizing efforts and effectiveness.

## 9. NEXT MEETING DATE Discussion Action Items

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

## 10. ADJOURN Action RP at 11:00 AM