



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, May 12, 2026 | START TIME: 10:00 AM

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

ZOOM: <https://us02web.zoom.us/j/89342013202>

1. CALL TO ORDER 10:01 AM

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Coombs (CC)	X Present ☐ Absent	Chair
Elyse Hopps (EH)	X Present ☐ Absent	Member
Kelley Litle (KL)	☐ Present X Absent	Member
Christopher Boettcher (CB)	X Present ☐ Absent	Member
Alyssum Weir (AW)	X Present ☐ Absent	Member
Kasie Gray (KG)	☐ Present X Absent	Member
Julie Golden (JG)	X Present ☐ Absent	Member
Alina Reyes (AR)	X Present ☐ Absent	Member
Melodie Hilton (MH)	☐ Present X Absent	Member
Roxanne Perkins (RP)	X Present ☐ Absent	Member
Staff Members	Attendance Status	Title
Scott Schneider (SS)	X Present ☐ Absent	Interim Executive Director
Ramon Jimenez (RJ)	X Present ☐ Absent	Director of Operations
Jamie Peters-Connolly (JC)	X Present ☐ Absent	Partner Relations & Communications
Mckenzie McLain (MM)	X Present ☐ Absent	Marketing & Communications
Janis MacDonald (JM)	X Present ☐ Absent	Festival Coordinator
Kathy Janes (KJ)	☐ Present X Absent	Executive Support Specialist

Introduction of Guests: Jon Glidewell, Brendan McGuigan, Kathy Holmes, and Nickie Willett

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

- 4.7.2026 Meeting Minutes – *See Attachment* | **Approve**
EH 1st and CB 2nd Motion Carries

6. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Festival(s) Update
 - Upcoming Festivals
JM: April was a little slow, but we did have Almost Fringe, but it was less activity than last year. Coming up in the end of May is the Film Festival bringing in lots of out-of-town people. Then we have The Pinot Festival June 12th, and then there are a few more ideas coming down the pipeline. In June we also have Taste Mendocino now called Bacchanal at Alex Thomas Plaza with a new layout.
- PR Report – *See Attachment*
 - PR Comparison – *See Attachment*

VISIT MENDOCINO

JPC: We just had 6 international visitors visiting from a VCA. We have also requested they use Tour Mendocino to make driving a little easier. We have another VCA guest here now. We have an influencer coming up in June and then we have 2 more, 1 in August and 1 in September.

- Digital and Online Marketing
 - Programmatic Analytics – *See Attachment*
RJ: April programmatic analytics: 2.4M impressions, 34k clicks, at a CPC of \$0.07
 - Social Media Analytics – *See Attachment*
RJ: Social Media: Magic is real campaign had 24k clicks at a CPC of \$0.29 and our Spring and Summer campaign had 4k clicks at a CPC of \$0.18 - Ad went live the later part of April
 - Website Analytics – *See Attachment*
RJ: Website: 70k visitors with an average time of 1 minute and 20 seconds
 - Booking Link – *See Attachment*
RJ: Saw an increase in book direct searches and referrals. From 6.8k searches in March to 9k in April
From 1k referrals in March to 1.35k in April

7. ITEMS FOR DISCUSSION ↗ Discussion ↗ Action Items

- Marketing Plan FY 26/27 – *See Attachment*

SS: The first half is a broad stroke approach and then each team member is going to chat about different sections. Also congrats to Roxanne about the Gardens Celebration. Please stop us with any questions.

JPC: When the pandemic hit, we brought Marketing in House which was great. We would start with a transition plan for a new PR team member. We are hoping to align more as a coastal destination. We want to lean more into our partnerships.

RJ/Brendan: We are hoping to grow visual content and work with PR person eager to learn. We are hoping to attend more travel shows and work close with our partners to grow our leads.

JM: We want all of our events to directly impact lodging so we are working on real packages that have incentive for people to stay somewhere which would include tickets. So we want to create a model to be able to show our lodging partners the impact.

CB: Great job pulling this together and it is looking good so far which is wonderful. Lately VMC tracking has been better. The sales in the first quarter of the Calendar year look better. Very glad the team is listening to what we have said.

CC: I would say when will we spend the money not just how with a smaller budget. In the pillars on the coast we want to make sure we show the journey is important as well.

SS: We need to develop metrics for the next meeting to create a matrix template for what we will measure when it comes to events. It is really important to reengage with destinations close to us to maximize our resources.

CC: Where do festivals and events fall.

RJ: We ran into an issue with quorums and making things happen which is why they are combined.

SS: We could have a sub committee

JM: I think that would be great I think when we moved away from the engagement this committee doesn't engage or communicate enough about events it has turned into reporting. Events and Visitor Services could both be sub committees.

JG: Concerned about the pull away from Inland. We have a lot of people that stay in the inland area, we have lots of people staying in the area going to Sonoma county for activities. We need to reach out to communities to keep things open later.

JohnG: I really like the direction of the plan, especially the shift toward overnight visitation, regional strategy, co-op advertising, and bookable reasons to visit. My recommendation is that we strengthen the plan by turning those ideas into operating requirements. Every campaign, event, PR effort, and co-op promotion should have a direct booking path, trackable links, lodging partner participation, and a simple post-campaign report. That would make the plan more accountable and more valuable to the lodging businesses funding it.

VISIT MENDOCINO

SS: We need to grow our partnership when it comes to economic development.
Motion by CB to move that we approve the board approval AR 2nd Motion Carries

8. FUTURE AGENDA ITEMS **Discussion**

Forming the Sub-Committees

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

● MARKETING: TBD at 10:00 AM in June

10. ADJOURN **Action**

CC 1st and RP 2nd 11:35 AM