



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, May 6, 2025 | START TIME: 10:00 AM

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

and

ZOOM: <https://us02web.zoom.us/j/85786077757>

1. CALL TO ORDER 10:02 AM

2. ROLL CALL

Committee Member

Cally Dym (CD)
Elyse Hopps (EH) 10:08 AM
Kelley Litle (KL)
Tawny MacMillan (TM)
Christopher Boettcher (CB)
Elizabeth Cameron (EC)
Alyssum Weir (AW)
Kasie Gray (KG)
Julie Golden (JG)
Alina Reyes (AR)

Attendance Status

☐ Present ☒ Absent
☒ Present ☐ Absent
☒ Present ☐ Absent
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☒ Present ☐ Absent

Title

Chair
Member
Member
Member
Member
Member
Member
Member
Member
Member

Staff Members

Ramon Jimenez (RJ)
Jamie Peters-Connolly (JC)
Lisa Batson (LB)
Mckenzie McLain (MM)
Janis MacDonald (JM)
Jennifer Seward (JS)
Kathy Janes (KJ)

Attendance Status

☒ Present ☐ Absent
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Title

Executive Director
Partner Relations & Communications
Marketing Manager
Marketing & Communications
Festival Coordinator
Development Manager
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

- 4.1.2025 Meeting Minutes – **See Attachment | Approve**
AR 1st and CB 2nd Motion Carries

6. ITEMS FOR REVIEW ☒ Discussion ☒ Action Items

- Festival(s) Update
JM: It is that busy time of year. The blues festival happened in Fort Bragg, and it sounds like all the tickets were sold out, but we will hear more at the Fort Bragg meeting. Hoping to hear more about lodging. Coming up this weekend is the beer festival in Anderson Valley, the following weekend is the Pinot Festival in Anderson Valley, following weekend is the film festival. Then we have a break until the music festival. The almost fringe festival was well attended. Seems that the almost fringe was more of a locals thing. We also have the urchin festival in June. Also starting work on the fall

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harvest festival and what they want to do, as well as rebranding the Mushroom, Whiskey, and Wine train. We also have just had the pupaloza and the Pink party, which were very well attended. Sea Ranch is very interested in having marketing material.

- PR Report – *See Attachment*
JPC: We have been very busy last month with FAMs. We had a visit from a CA influencer. He did a bunch of drone footage for us. Ko is on her way out of town. She has been here 3 nights to see new things. We also had an influencer named Tee Jorge. For one night during Pinot Festival, we have a fam from Mexico also through a visit to CA, and then at the end of the month, we have an influencer visiting CA. We have Kim Westerman in June. In November, we have Chelsea Lowe coming back. We were in the LA Times, Food and Wine, New York Times, as well as an urchin press release from the team. We had 107 hits and 2.9 million ad equivalent, and all of the goals we have set for the year have been met.
- Programmatic Analytics – *See Attachment*
LB: We had just about 29.4k clicks and 3.04M impressions at an average Cost Per Click of \$.08 Per Click
- Social Media Analytics – *See Attachment*
LB: April Socials Generated about 3.4M impressions and about 13k engagements
Ran campaigns for Magic is Real, Blues Fest, Pinot Fest, Willits Car Show, Whale Fest, Almost Fringe, and Taste Mendocino
- Website Analytics – *See Attachment*
LB: 62k visitors
They spent an average time of 1:45
Bounce rate was 61% which is up from 52% last month
- Booking Link – *See Attachment*
LB: Searches are up to almost 10k from 7k last month
There were just over 1k referrals vs. 870 last month

7. FUTURE AGENDA ITEMS Discussion

8. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** June 3, 2025 at 10:00 AM

9. ADJOURN Action 10:27 AM