



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, June 3, 2025 | START TIME: 10:00 AM

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

ZOOM: <https://us02web.zoom.us/j/89388262748>

1. CALL TO ORDER

2. ROLL CALL

Committee Member

Cally Dym (CD)
Elyse Hopps (EH)
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
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ 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
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent
☐ Present ☐ Absent

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

- 5.6.2025 Meeting Minutes – **See Attachment | Approve**

6. ITEMS FOR REVIEW ☒ Discussion ☒ Action Items

- Festival(s) Update
- PR Report – *See Attachment*
- Influencers/Content Creators – Discussion
- Marketing Plan – *See Attachment*
- 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: July 1, 2025 at 10:00 AM

9. ADJOURN ☒ Action