



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

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 10:02 AM

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Dym (CD)	X Present <input type="checkbox"/> Absent	Chair
Elyse Hopps (EH)	X Present <input type="checkbox"/> Absent	Member
Kelley Litle (KL)	X Present <input type="checkbox"/> Absent	Member
Tawny MacMillan (TM)Phone In	X Present <input type="checkbox"/> Absent	Member
Christopher Boettcher (CB)	X Present <input type="checkbox"/> Absent	Member
Elizabeth Cameron (EC)	<input type="checkbox"/> Present X Absent	Member
Alyssum Weir (AW)	X Present <input type="checkbox"/> Absent	Member
Kasie Gray (KG)	X Present <input type="checkbox"/> Absent	Member
Julie Golden (JG)	X Present <input type="checkbox"/> Absent	Member
Alina Reyes (AR)	<input type="checkbox"/> Present X Absent	Member
Staff Members	Attendance Status	Title
Ramon Jimenez (RJ)	X Present <input type="checkbox"/> Absent	Executive Director
Jamie Peters-Connolly (JC)	X Present <input type="checkbox"/> Absent	Partner Relations & Communications
Lisa Batson (LB)	X Present <input type="checkbox"/> Absent	Marketing Manager
Mckenzie McLain (MM)	X Present <input type="checkbox"/> Absent	Marketing & Communications
Janis MacDonald (JM)	<input type="checkbox"/> Present X 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:

3. CHAIR'S COMMENTS: Hoping to go through this quickly so we can go over the marketing plan.

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**
- TM 1st and KL 2nd Motion Carries

6. ITEMS FOR REVIEW ☒ Discussion ☒ Action Items

- Festival(s) Update
JPC: Janis is working on gathering participation for Harvest, with an email going out today for involvement. We have also been working on the Urchin festival, it is live on our website. We went to the film festival, which was well attended.
RJ: We have a summer events landing page as well as the uni festival live on our website currently. We are also about to start distributing rack cards.

VISIT MENDOCINO

- PR Report – *See Attachment*
JPC: We had 4 FAMs in May. We also already have FAMs planned out to November. Sacred Rock has closed, so we are looking into that as well. We had placements in Alex in social media through Visit CA. We also took a road trip from the UK. Ranch and Coast features the botanical gardens, as well as travel and leisure, picked up a few stories. A new and noteworthy spring-summer edition is going out next week. As far as April, we had an equivalent of 22 million dollars, and so we had 148.4 million for the year. We have seen a lot of hits. We appeared in Yahoo Buzzfeed, MSN, and some smaller outlets.
- Influencers/Content Creators – Discussion
RJ: We want to partner more closely with these people at an affordable cost. Which is what got the marketing plan going for the next fiscal year. We also want to use user-generated content, as well as having that blend with our website and emails, so it all lines up to drive direct bookings organically.
- Marketing Plan – *See Attachment*
- CB 1st and AS 2nd Motion Carries to approve the marketing plan with the action plan addendum included with staff recommendations incorporated
- Marketing Action Plan – Discussion – *See Attachment*
- Programmatic Analytics – *See Attachment*
LB: *We had just about 31.3k clicks and 3.36M impressions at an average Cost Per Click of \$.08 Per Click*
- Social Media Analytics – *See Attachment*
LB: *May Socials Generated about 1.9M impressions and about 10k engagements*
Ran campaigns for Magic is Real, Taste Mendocino, Pinot Fest, Willits Car Show, Beer Fest
- Website Analytics – *See Attachment*
LB: *68k visitors*
They spent an average time of 1:38
Bounce rate was 62% which is up from 61% last month
- Booking Link – *See Attachment*
LB: *Searches were down a bit from 9,400 this month and about 10k last month*
There were just about 1,500 referrals vs. 1,300 last month

7. FUTURE AGENDA ITEMS Discussion

festival and holiday updates. Holiday and Winter Promotions

8. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** July 1, 2025 at 10:00 AM

9. ADJOURN Action EH at 10:59 AM