



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, July 1, 2025 | START TIME: 10:00 AM
PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and
ZOOM: <https://us02web.zoom.us/j/87463834908>

1. CALL TO ORDER

2. ROLL CALL

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



- 6.3.2025 Meeting Minutes – *See Attachment* | Approve

6. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Elizabeth Cameron's Letter – *See Attachment*
- Festival(s) Update
- PR Report – *See Attachment*
- Marketing Action Plan Update
- Holiday and Winter Promotions
- 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: August 5, 2025 at 10:00 AM

9. ADJOURN  Action