



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, August 4, 2026 | START TIME: 10:00 AM

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

ZOOM: <https://us02web.zoom.us/j/81638981954>

1. CALL TO ORDER

2. ROLL CALL

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

- 5.12.2026 Meeting Minutes – *See Attachment* | Approve

6. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Festival(s) Update
 - Festival Dates and Names
- PR Report – *See Attachment*
 - 2025-2026 Recap
 - 2026-2027 Plan
- Digital and Online Marketing
 - 2025-2026 Recap



7. ITEMS FOR DISCUSSION Discussion Action Items

- Influencers and Media Engagement
- 2026-2027 Content Calendar and Related Initiatives – *See Attachment*

8. FUTURE AGENDA ITEMS Discussion

9. NEXT MEETING DATE Discussion Action Items

- **MARKETING**: September 8, 2026 at 10:00 AM (**2nd Tuesday in September**)

10. ADJOURN Action