



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

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 10:04 AM

2. ROLL CALL

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

Introduction of Guests: Kathy from the Coast Chamber

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**
EH 1st and RP 2nd Motion Carries

6. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Festival(s) Update
 - Festival Dates and Names
JM: This year we are focusing more and calling the Harvest Festival the Mendocino Mushroom Month. We are also not publishing a brochure, and we will just be doing rack cards which can be updated and give a QR code to what would have been a printed brochure. We just had Art in the Gardens and next is Winesong! We have gotten a lot of outreach on how we are going to promote events. Kelp Fest and Winesong both are wondering why they haven't been pushed more. The

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Musical Mushroom Train is set on the first Friday on the coast. We also have lots of little plans to put momentum back into the month. Seafood & Sips will also be shifted.

JPC: We are shifting our ways of promoting events not completely cutting them off, but we want to be sure we are lodging focus. We are just getting away from just event focused blasts rather shifting for thematic to bring people to the county.

EH: So now that we are doing away with Harvest and moving back to mushroom, and I feel like we just shifted it so why do we shift back when we just made the change not long ago.

JG: Make sure it is called Mendocino County Mushroom Festival because when you just say Mendocino it excludes everyone else.

SS: Ran into Heidi Dickerson who said she would love to help and be involved. Also, not sure what assets we have from Mushroom just being mushroom.

RJ: We would need to create new logos for the festivals.

AR: We didn't see the email because it was buried in promotions. Also want to make sure the event is county wide.

EH: Who decides the name for this event.

JM: We are steering away from calling it a festival and just making it mushroom month.

JG: What is lodging doing to make this big, so what are they doing since that is who we are gearing it towards. Seems like lodging should be a month ahead of us so we can support them and that is why we have a marketing meeting.

SS: We don't know yet because we just sent out the email.

- PR Report – *See Attachment*

- 2025-2026 Recap
- 2026-2027 Plan

JPC: We had some really good placements in a few magazines. There are really good reports.

- Digital and Online Marketing

- 2025-2026 Recap

RJ: All of the attachments are added but for the last fiscal year we had 670,000 website visitors and this last year we had a huge increase to 894,000 on web traffic which is great and Book Direct has slowly increased month over month.

SS: We want to look over the next year in this meeting so we can lean into experiential marketing to see what we are known for and why people come here. We are going to go over pillars and how we are pushing them out and how people can get involved. Carl Riboto also sent us a good read for the group so we should review at the next meeting.

7. ITEMS FOR DISCUSSION Discussion Action Items

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

SS: There is a shift happening and there will be some curves or bumps as we go so we are going to figure it out and the staff is very excited to move in a positive direction.

MH: Happy to be here. PR works out 3 months in advance so we are getting caught up so we can get ahead. As we go through the presentation we will go through all slides and then take question to go over so hopefully by November, we will be ahead instead of catching up each month. Some things may be social, and some things may be pay to play but we have a set up for our tent poles for the whole year. Our policy is going to be quality over quantity because that will be big for influencers also. So we are going to set up a tiered system for influencers and media guests to be sure we are getting our bang for our buck. So we made a creator funnel; so we can have a plan. Please reach out if you have any questions.

JPC: So we can support PR we are going out weekly to see partners and stakeholders to get them more involved and to know what's going on. Thinking Tuesdays would be easier for partners since maybe they are less busy.

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SS: This was based on the staff having all day strategy sessions. We are not individual influencer support for businesses, but we would like to help build a Portale for this. What are your thoughts on influencers and the tent poles.

RP: Festivals and Holiday stuff where does that fit in?

JG: Really great to see the poles but what is happening for the next 4 months.

MH: We have it on the slides so you can take a deeper dive on the presentation. Also events will be added and not forgotten we just want to shift the message.

8. **FUTURE AGENDA ITEMS**  **Discussion** September is a closer look for mushroom so we will have an idea closer to then.
9. **NEXT MEETING DATE**  **Discussion**  **Action Items**
 - MARKETING: September 8, 2026 at 10:00 AM (2nd Tuesday in September)
10. **ADJOURN**  **Action** CB at 11:00 AM