



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

DATE: Tuesday, August 5, 2025 | START TIME: 10:00 AM

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

ZOOM: <https://us02web.zoom.us/j/81206796761>

1. CALL TO ORDER 10:04 AM

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Dym (CD)	☐ Present X Absent	Chair
Elyse Hopps (EH)	X Present ☐ Absent	Member
Kelley Litle (KL)	X Present ☐ Absent	Member
Tawny MacMillan (TM)	X Present ☐ Absent	Member
Christopher Boettcher (CB)	X Present ☐ Absent	Member
Alyssum Weir (AW)	☐ Present X Absent	Member
Kasie Gray (KG) 10:06 AM	X Present ☐ Absent	Member
Julie Golden (JG)	X Present ☐ Absent	Member
Alina Reyes (AR)	☐ Present X Absent	Member
Melodie Hilton (MH)	X Present ☐ Absent	Member
Staff Members	Attendance Status	Title
Ramon Jimenez (RJ)	X Present ☐ Absent	Executive Director
Jamie Peters-Connolly (JC)	X Present ☐ Absent	Partner Relations & Communications
Lisa Batson (LB)	X Present ☐ Absent	Marketing Manager
Mckenzie McLain (MM)	X Present ☐ Absent	Marketing & Communications
Janis MacDonald (JM)	X Present ☐ Absent	Festival Coordinator
Jennifer Seward (JS)	☐ Present X Absent	Development Manager
Kathy Janes (KJ)	☐ Present X Absent	Executive Support Specialist

Introduction of Guests: Roxanne Perkins, Mendocino Coast Botanical Gardens

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

- 7.1.2025 Meeting Minutes – **See Attachment | Approve**
CB 1st and JG 2nd Motion Carries with Melodie Abstaining

6. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Festival(s) Update
JM: We have had a very busy summer with the film festival, music festival, art in the gardens, and more mini events. The next big event is the first weekend of September, WineSong expecting over 1200 people. We will see the Kelp Fest in the early part of October. It should be a fun mix of art, culture, food, and knowledge over the course of 3 days. Our Harvest Festival is the next big event. The brochure is being proofed and printed currently as well as going to start distributing that. The festival is October 24 – November 16 so anything going on then will be big and give as many people exposure as much as we can. We have anchor or

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featured events each weekend. First weekend is the Native Arts Festival, the second weekend is the Italian Festival or Mendo Italiano in Hopland, the third weekend is the Mushroom Train, and the final weekend is the Mushroom Festival. Shortly you will hear an email for us asking about Seafood and Sips in January and February and Holiday ideas for Holiday promotion.

- Crab Cake Cook-off Weekend

TM: Wondering if we should extend the tent to Super Bowl Sunday supporters? Thinking we should include the tent for a Super Bowl party on Sunday. Wondering if there are any other non-profits willing to work it and help or support.

JP: Suggested we chat offline to talk more about the plan?

- PR Report – *See Attachment*

JPC: We recently had 3 media guest sand then one cancelled this week due to health issues. We had a Hidden Gems press release that drew a crowd of interest.

- Marketing Action Plan Update – *See Attachment*

- Email Campaigns
- Website Layout Changes
- SEO, Listicles, Itineraries
- Influencers/Content Creators
- Social Media

LB: We have been doing a lot for behind the scenes. We are launching a summer giveaway and see how well it does and do more in the county. We have been working on improving our website. Kenzie has been helping on doing all of the SEO updates on listicles and itineraries on the back end of the website. Lisa is looking into reaching out with influencers in the county that we are chatting with. We are also collaborating on social media with lodging partners. We have refreshed our email strategies to redirect with listicles. We are also creating itineraries on the back end of the website and will be launching a new home page in September. We are adding an AI powered chat bot on the website. Into the end of September you will see a new home page.

JPC: Ko puts out a monthly press release and with that Mckenzie creates a listicle based on the Press Release and then we build on it with an email.

- Holiday and Winter Promotions

RJ: We are working on putting together dates that everything is happening for the holidays, as well as launching a new giveaway to win a trip if you visit in the winter. This just stays as an agenda item to continue discussing.

- Programmatic Analytics – *See Attachment*

LB: We had just about 37.9k clicks and 4.83M impressions (this is double the amount of last month) at an average Cost Per Click of \$.06 Per Click

- Social Media Analytics – *See Attachment*

LB: July Socials Generated about 2.4M impressions and about 9k engagements
Ran campaigns for Magic is Real, Winesong, Mendocino Music Festival

- Website Analytics – *See Attachment*

LB: 76k visitors

They spent an average time of 1:34

Bounce rate was up at 63% from last month at 52%

- Booking Link – *See Attachment*

LB: Searches were up to almost 11k this month vs. 10,500 last month

There was just about the same referrals as last month staying right around 1,500

7. FUTURE AGENDA ITEMS Discussion

8. NEXT MEETING DATE Discussion Action Items

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● MARKETING: September 2, 2025 at 10:00 AM

9. ADJOURN  Action EH at 10:49 AM