VISIT MENDOCINO

MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MEETING MINUTES

DATE: Tuesday, September 15, 2026| START TIME: 10:00 AM

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

and

ZOOM: https://us02web.zoom.us/j/82170114073

1. **CALL TO ORDER: 10:10 AM**

2. **ROLL CALL**

Committee Member	Attendance Status	Title
Cally Coombs (CC)	X Present ☐ Absent	Chair
Elyse Hopps (EH)	☐ Present XAbsent	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)	X Present ☐ 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	Attendance Status	Title
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
Janis MacDonald (JM)	X Present ☐ Absent	Festival Coordinator

Introduction of Guests:

3. **CHAIR'S COMMENTS: We are going to move item 7 up for a presentation from Dave at DogTrekker.**

4. **PUBLIC COMMENT ON NON-AGENDA ITEMS: None**
   The committee cannot discuss issues or take action on any requests during the comment period.

5. **CONSENT AGENDA ITEMS ☑ Discussion ☑ Action Item**
   - 8.4.2026 Meeting Minutes – ***See Attachment*** **| Approve – Motion – CB; 2nd – Kasie; all approved.**

6. **ITEMS FOR REVIEW ☑ Discussion ☐ Action Items**
   - Festival(s) Update – ***Per JM, Winesong was a huge success. Only two lodging/event packages sold; however, one spent $14K in auction and the other loved the event and said they'd return. Next events are KelpFest, Harvest Mendocino/Mushroom Month.***
   - PR Report – *See Attachment* – ***MH provided a comprehensive presentation on PR, media attendees, andn upcoming visits. JC provided update on new Stakeholder Digest communications.***
   - Digital and Online Marketing – ***RJ provided analytics info.***
     - Social Media Analytics – *See Attachment*
     - Website Analytics – *See Attachment*
     - Booking Link – *See Attachment*

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7. **ITEMS FOR DISCUSSION ☑ Discussion ☑ Action Items**
   - DogTrekker Proposal – *See Attachment*
     After Dave presented and left, group discussed merits of keeping DogTrekker; however, it was at the same we have been investing and not the higher amount that Dave proposed. Motion to continue at current rate was CB; 2nd – RP; all approved.

8. **FUTURE AGENDA ITEMS ☑ Discussion – Inland Marketing Advisory Group**

9. **NEXT MEETING DATE ☑ Discussion ☑ Action Items**
   - **MARKETING:** October 6, 2026 at 10:00 AM

10. **ADJOURN ☑ Action 11:30 – Motion - KG**