



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, September 9, 2025 | START TIME: 10:00 AM

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

ZOOM: <https://us02web.zoom.us/j/84964589321>

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
Tawny MacMillan (TM)	☐ 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
Melodie Hilton (MH)	☐ Present ☐ Absent	Member
Staff Members	Attendance Status	Title
Ramon Jimenez (RJ)	☐ Present ☐ Absent	Executive Director
Jamie Peters-Connolly (JC)	☐ Present ☐ Absent	Partner Relations & Communications
Lisa Batson (LB)	☐ Present ☐ Absent	Marketing Manager
Mckenzie McLain (MM)	☐ Present ☐ Absent	Marketing & Communications
Janis MacDonald (JM)	☐ Present ☐ Absent	Festival Coordinator
Jennifer Seward (JS)	☐ Present ☐ Absent	Development Manager
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

- 8.5.2025 Meeting Minutes – **See Attachment | Approve**

6. ITEMS FOR DISCUSSION ☒ Discussion ☐ Action Items

- PR Strategy and Process - *Discussion*

7. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Festival(s) Update
- PR Report – *See Attachment*
- PR Comparison – *See Attachment*
- Marketing Action Plan Update – *See Attachment*
 - Website and Itineraries

VISIT MENDOCINO

- Content and Marketing
- Influencers and Content Creators
- Technology and Visitor Experience
- Holiday and Winter Promotions
- Programmatic Analytics – *See Attachment*
- Social Media Analytics – *See Attachment*
- Website Analytics – *See Attachment*
- Booking Link – *See Attachment*

8. FUTURE AGENDA ITEMS Discussion

9. NEXT MEETING DATE Discussion Action Items

- **MARKETING:** October 14, 2025 at 10:00 AM (2nd Tuesday of the Month due to conflict with Caltravel Summit)

10. ADJOURN Action