



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE MINUTES

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: 10:02 AM

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Coombs (CC)	X Present ☐ Absent	Chair
Elyse Hopps (EH)	☐ Present X 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)	☐ Present X Absent	Member
Julie Golden (JG)	X Present ☐ Absent	Member
Alina Reyes (AR)	X Present ☐ 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: Jon Glidewell & Brendan McGuigan, Scott Schneider

3. **CHAIR'S COMMENTS:** We have totally stalled in our BID raising progress we are struggling. We are now pulling from our reserve. We need more lodging representation, and we need more shift to focusing on heads in beds not everything there is to do here. We need this by July first or at least that is the goal.

4. **PUBLIC COMMENT ON NON-AGENDA ITEMS**

The committee cannot discuss issues or take action on any requests during the comment period.

CB: We appreciate your info fill in and dedication to success.

JG: He operates the beachcomber hotel groups in Fort Bragg and represents the owners' sentiments, and they are not happy with the new Tourism Marketing District and I think the owners would like to be more involved and not see the organization losing their funding and want to be sure VMC survives. They will sign as soon as they see progress on lodging support.

5. **CONSENT AGENDA ITEMS** ☒ Discussion ☒ Action Item

- 8.5.2025 Meeting Minutes – **See Attachment | Approve**
TM 1st and CB 2nd Motion Carries

VISIT MENDOCINO

6. ITEMS FOR DISCUSSION ☒ Discussion ☐ Action Items

- PR Strategy and Process – *Discussion*

CC: There is a widespread opinion on how we should focus our marketing strategies. We have press releases, media sheets, KO, influencers are up for grabs and are still working on that, PR Pillars and Consistent messaging.

RJ: Ko pitches ideas based on new trends we receive that we discuss what to add or remove and then we present it to. The committee and board but these ideas may pivot.

JP: So, after Ko comes up with her list she presents to us. After we dialogue, we send it back to Ko based on our demands, then we present to the marketing committee, then Ko starts on her one pager which goes back to Jamie to work on, then Ko sends a personal press release to entice people to visit Mendocino County and write stories on it. Then we get a media request form and look for where we can send them and see what can be offered. Then people come out to visit with our draft itinerary for them. Then within the next few months we see their posts. We also have Visit CA groups that come out to Mendocino County. We have also had properties that bring in their own influencers who reach out to us to build a good itinerary.

RJ: We have also started seeking out Influencers and individuals ourselves mostly through Ramon, Lisa, and Brendan. Then we workout costs and trades and what that information looks like. We also use the press release to build an email with all that information as well as building a listicle to give a full circle on the PR aspect, so it is going to all of the outlets. We also monthly build an internal email to promote the previous months top stories.

MH: As Visit Mendocino we have a good media following and it is better than a business because we are in the middle of influencer independence. So we have now leaned into influencers which gives us great engagement. Social media provides us with word to mouth and the big gorilla in the room is AI. People look for things to do using AI.

BM: The strategy with influencers using AI is a volume strategy, but quantity is more important. We need to be sure we are not just promoting individual business. We need a criteria for how we are resharing promoting and using certain people.

CC: We need goals and targets. We want to give the staff the guidelines to have authority without a stress of not knowing. Can we have the VMC Team create a list of guidelines by the next meeting?

CC: Next month we can tackle off season fill in the blank. So next month this should say festivals and events.

7. ITEMS FOR REVIEW ☒ Discussion ☐ Action Items

- Festival(s) Update

JM: Maybe rather than asking lodging for discounts maybe we can have events offer discounts for staying at lodging properties. We need to find a way to encourage donors to stay in more traditional lodging.

Winesong did raise a good amount for the healthcare on the coast. The harvest guide should be in our hands soon and we only wrote a blurb about businesses in the wine industry that have specials. We tried to target our focus on lodging. Coming up in October we have Kelp Fest on October 1st and has been put into a 3-day festival. We are getting close to our Harvest Festival. We have also started working on our Seafood & Sips Festival.

- PR Report – *See Attachment*

JP: There was a comparison for everyone since that was requested last meeting. We have had 5 media guests since the end of June and we have another coming in through Visit CA, plus 1 in October, and 2 in November, we also have had a few key placements that was sent out in our PR Report.

- PR Comparison – *See Attachment*

No Comments

- Marketing Action Plan Update – *See Attachment*

- Website and Itineraries
- Content and Marketing
- Influencers and Content Creators
- Technology and Visitor Experience

VISIT MENDOCINO

LB: We have built and created itineraries on our website and have upped our websites homepage so please take a look. We are continuing to build 2 itineraries a week. We are also aligning our listicles with Ko so they can go into thematical emails. We have hired 2 influencers now so far and we have another coming on the 19th and 20th and we are talking to a few others for the year so far. We are also using an AI generated bot on our website.

- Holiday and Winter Promotions
- Programmatic Analytics – *See Attachment*
LB: We had just about 32.3k clicks and 4.39M impressions (this is double the amount of last month) at an average Cost Per Click of \$.08 Per Click
- Social Media Analytics – *See Attachment*
LB: Aug. Socials Generated about 1.9M impressions and about 28k engagements
Ran campaigns for Magic is Real, Winesong
Our Magic is real Meta Campaign is up 69% Aug '24 vs Aug '25 (13k clicks vs 22k clicks)
And our giveaway has gained 4,900 new followers to our socials.
- Website Analytics – *See Attachment*
LB: 67.5k visitors
Aug '24 33.5k visitors (this is 34k more visitors than the same month last year, ultimately 2x the visitors)
They spent an average time of 1:36
Bounce rate was the same as last month at 63%
July '25 76k visitors (August '25 8.5k less visitors than previous month)
- Booking Link – *See Attachment*
LB: Searches were down to 9k from almost 11k last month
There was just about the same referrals as last month staying right around 1,400

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 AR at 11:18 AM