# visit MEND∛CINO

MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE AGENDA

DATE: Tuesday, December 3, 2024 | START TIME: 10:00 AM PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

ZOOM: https://us02web.zoom.us/j/83405879972

# 1. CALL TO ORDER

## 2. ROLL CALL

### **Committee Member**

Cally Dym (CD) Katrina Kessen (KK) Elyse Hopps (EH) Kelley Litle (KL) Tawny MacMillan (TM) Christopher Boettcher (CB) Elizabeth Cameron (EC) Alyssum Weir (AW) Kasie Gray (KG) Julie Golden (JG) Alina Reyes (AR)

## **Staff Members**

Ramon Jimenez (RJ) Jamie Peters-Connolly (JC) Lisa Batson (LB) Mckenzie McLain (MM) Janis MacDonald (JM) Jennifer Seward (JS) Kathy Janes (KJ)

# Attendance Status Attendance Status Present Absent Present Absent

## **Attendance Status**

Present Absent

# Title Chair Member Member Member Member Member Member Member Member

## Title

Executive Director Partner Relations & Communications Marketing Manager Marketing & Communications Festival Coordinator Development Manager 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 $\vec{J}$ Discussion $\vec{J}$ Action Item

• 11.5.2024 Meeting Minutes – See Attachment | Approve

# 6. ITEMS FOR REVIEW $\mathbf{\vec{Z}}$ Discussion $\mathbf{\vec{Z}}$ Action Items

- Festival(s) Update
- Holiday Promotions
- PR Report See Attachment
- Dog Trekker DogCation Report See Attachment
- Programmatic Analytics See Attachment
- Social Media Analytics See Attachment



- Website Analytics See Attachment
- Booking Link See Attachment
- 7. FUTURE AGENDA ITEMS  $\mathbf{J}$  Discussion
- 8. NEXT MEETING DATE <sup>→</sup> Discussion <sup>→</sup> Action Items
   MARKETING: January 7, 2025 at 10:00 AM
- 9. ADJOURN  $\mathbf{\vec{T}}$  Action