

**MENDOCINO COUNTY TOURISM COMMISSION, INC.** MARKETING COMMITTEE AGENDA

DATE: Tuesday, February 4, 2025 | START TIME: 10:00 AM PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

ZOOM: https://us02web.zoom.us/j/85643835435

#### 1. CALL TO ORDER

#### 2. ROLL CALL

#### **Committee Member**

Cally Dym (CD) 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)

At	tendance	Status
	Present 🗌	Absent

#### **Attendance Status**

- Present Absent 🗌 Present 🗌 Absent 🗌 Present 🗌 Absent Present 🗌 Absent Present 🗌 Absent \_\_\_ Present \_\_\_ Absent
- Title Chair Member 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 🗹 Discussion 🗹 Action Item

• 1.7.2025 Meeting Minutes – See Attachment | Approve

## 6. ITEMS FOR REVIEW Z Discussion Z Action Items

- Katrina Kessen Letter See Attachment
- Festival(s) Update
- Whale Festival
- Visit California Outlook Forum
- PR Report See Attachment
- Programmatic Analytics See Attachment
- Social Media Analytics See Attachment •
- Website Analytics See Attachment •



- Booking Link See Attachment
- 7. FUTURE AGENDA ITEMS 🗹 Discussion
- 9. ADJOURN  $\mathbf{Z}$  Action