

MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE MINUTES

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

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

1. CALL TO ORDER 10:01 AM

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Dym (CD)	X Present 🗌 Absent	Chair
Elyse Hopps (EH)	X Present 🗌 Absent	Member
Kelley Litle (KL)	X Present 🗌 Absent	Member
Tawny MacMillan (TM)	Present X Absent	Member
Christopher Boettcher (CB)	Present X Absent	Member
Elizabeth Cameron (EC)	Present X Absent	Member
Alyssum Weir (AW)	X Present 🗌 Absent	Member
Kasie Gray (KG)	X Present \square Absent	Member
Julie Golden (JG)	X Present \(\text{\subsection} \) Absent	Member
Alina Reyes (AR)	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:

3. CHAIR'S COMMENTS:

CD: Thank you KK for all of her years of contribution.

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{Z} Discussion \vec{Z} Action Item

 1.7.2025 Meeting Minutes – See Attachment | Approve EH 1st and AW 2nd Motion Carries

6. ITEMS FOR REVIEW ♂ Discussion ♂ Action Items

- Katrina Kessen Letter See Attachment
 - RJ: We just wanted to thank her and acknowledge her hard work.
- Festival(s) Update

JM: Seafood and Sips went super well, and both anchor events sold out. The range of attendees was from out of state as well. Jonathan is doing a follow-up survey to find out where people came and stayed and if they stayed. Also, sounds like everyone is looking forward to doing it again.



Whale Festival

RJ: Westport canceled the last weekend, but we are looking for a replacement.

Visit California Outlook Forum

RJ: Looking to push the marketing meeting since half the team will be at the conference.

• PR Report – See Attachment

JPC: We had the four judges here for seafood and sips, and we have four fams coming up we are already ahead of the goals that were set so far.

• Programmatic Analytics – See Attachment

LB: We had 34.8k clicks and 2.43M impressions at an average \$.07 Per Click

• Social Media Analytics – See Attachment

LB: January Socials Generated about 4M impressions and about 11k engagements

We ran the Magic is real Meta Campaign

As well as Seafood & Sips, Sparkling Wine, White Wine and Crab Cake Cook-Off Meta Campaigns And the Magic is Real Google Campaign

• Website Analytics – See Attachment

LB: 77k visitors

They spent an average time of 2:13

Bounce rate 61% which is up just 1% from last month

• Booking Link – See Attachment

LB: Just about 6k searches which is up from 5,300 from last month

There were 855 referrals vs. 652 last month

- 7. FUTURE AGENDA ITEMS 💆 Discussion
- 8. NEXT MEETING DATE Z Discussion Z Action Items
 - MARKETING: March 11, 2025 at 10:00 AM (2nd Tuesday not 1st Tuesday)
- 9. ADJOURN **Z** Action AR motion carries at 10:26 AM