



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

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

1. CALL TO ORDER 10:01 AM

2. ROLL CALL

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Cally Dym (CD) as Chair and various staff members with their attendance records.

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 [Discussion] [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.

VISIT MENDOCINO

- 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 Discussion Action Items

- **MARKETING:** March 11, 2025 at 10:00 AM (2nd Tuesday not 1st Tuesday)

9. ADJOURN Action AR motion carries at 10:26 AM