

# MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE AGENDA

DATE: Tuesday, March 11, 2025 | START TIME: 10:00 AM PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482 and

ZOOM: https://us02web.zoom.us/j/88935974456

#### 1. CALL TO ORDER

# 2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Dym (CD)	🗌 Present 🗌 Absent	Chair
Elyse Hopps (EH)	🗌 Present 🗌 Absent	Member
Kelley Litle (KL)	🗌 Present 🗌 Absent	Member
Tawny MacMillan (TM)	🗌 Present 🗌 Absent	Member
Christopher Boettcher (CB)	🗌 Present 🗌 Absent	Member
Elizabeth Cameron (EC)	🗌 Present 🗌 Absent	Member
Alyssum Weir (AW)	🗌 Present 🗌 Absent	Member
Kasie Gray (KG)	🗌 Present 🗌 Absent	Member
Julie Golden (JG)	🗌 Present 🗌 Absent	Member
Alina Reyes (AR)	Tesent Absent	Member
Staff Members	Attendance Status	Title
Ramon Jimenez (RJ)	🗌 Present 🗌 Absent	Executive Director
Jamie Peters-Connolly (JC)	🗌 Present 🗌 Absent	Partner Relations & Communications
Lisa Batson (LB)	🗌 Present 🗌 Absent	Marketing Manager
Mckenzie McLain (MM)	🗌 Present 🗌 Absent	Marketing & Communications
Janis MacDonald (JM)	🗌 Present 🗌 Absent	Festival Coordinator
Jennifer Seward (JS)	🗌 Present 🗌 Absent	Development Manager
Kathy Janes (KJ)	. Present . Absent	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
  - 2.4.2025 Meeting Minutes See Attachment | Approve

# 6. ITEMS FOR REVIEW ♂ Discussion ♂ Action Items

- Festival(s) Update
- Whale Festival
- Visit California Outlook Forum
- Travel & Adventure Trade Show
- 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
- 8. NEXT MEETING DATE ☑ Discussion ☑ Action Items
   MARKETING: April 1, 2025 at 10:00 AM
- 9. ADJOURN 🛣 Action