



MENDOCINO COUNTY TOURISM COMMISSION, INC.

MARKETING COMMITTEE AGENDA

DATE: Tuesday, July 2, 2024 | START TIME: 10:00 AM
PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482
and
ZOOM: https://us02web.zoom.us/j/82319988686

1. CALL TO ORDER

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 roles.

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]

- 6.4.2024 Meeting Minutes – See Attachment | Approve

6. ITEMS FOR REVIEW [Discussion] [Action Items]

- Festival(s) Update
PR Report – See Attachment
Restaurant Group Update
Resources for Media Design – Discussion
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**: August 6, 2024 at 10:00 AM

9. ADJOURN ↕ Action