

MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE AGENDA

DATE: Tuesday, August 6, 2024 | START TIME: 10:00 AM PLACE: Visit Mendocino County: 105 W Clay Street, Ukiah, CA 95482

and

ZOOM: https://us02web.zoom.us/j/81510645596

1. CALL TO ORDER

2. ROLL CALL

Committee Member	Attendance Status	Title
Cally Dym (CD)	🗌 Present 🗌 Absent	Chair
Katrina Kessen (KK)	🗌 Present 🗌 Absent	Member
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)	🗌 Present 🗌 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.

- - 7.2.2024 Meeting Minutes See Attachment | Approve
- - Festival(s) Update
 - PR Report See Attachment
 - Resources for Media Design Update
 - Commercial See Attachment
 - State Fair Booth See Attachment
 - Brand Research Survey See Attachment



- Holiday Marketing Discussion
- Programmatic Analytics See Attachment
- Social Media Analytics See Attachment
- Website Analytics See Attachment
- Booking Link See Attachment
- 7. FUTURE AGENDA ITEMS $\vec{\mathbf{Z}}$ Discussion
- 8. NEXT MEETING DATE ☑ Discussion ☑ Action Items
 MARKETING: August 6, 2024 at 10:00 AM
- 9. ADJOURN **₫** Action