



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

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 [check] Discussion [check] Action Item

- 7.2.2024 Meeting Minutes – See Attachment | Approve



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

- 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

VISIT MENDOCINO

- Holiday Marketing – 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