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**Profile**

Roxanne

First Name

Perkins

Last Name

**Full/Legal Name (if different than name provided above)**

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Email Address

Primary Phone

**Which Supervisorial district do you live in? \***

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☒ District 4

Street Address

City

Suite or Apt

State

Postal Code

**Mailing Address (if different than Street/Physical address)**

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**Are you currently registered to vote at the Street Address you provided?**

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☒ Yes ☐ No

**Note: If you answered "No" to the previous question and do not upload an Alternate Document Proving Mendocino County Residency or a Written Letter Requesting a Residency Waiver, your application will not be processed.**

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Upload Alternate Proof of Residency or Request  
for Residency Waiver

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**Which Boards would you like to apply for?**

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Mendocino County Tourism Commission: Eligible

**Which position, seat, or representational category would you prefer?**

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Arts Organization/Attractions

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**Availability to Attend Meetings**

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☒ Day Meetings

Availability to Attend Meetings (Other)

Interests & Experiences

Special Expertise, Experience, or Interest in This Area?

I have extensive experience in marketing, communications, and public relations, with nearly a decade at Mendocino Coast Botanical Gardens where I advanced from Marketing Coordinator to Director of Communications. In these roles, I developed and executed strategic campaigns, managed media relations, created digital and print content, and led events and outreach that increased visibility, tourism, and community engagement. Prior to my work in the nonprofit sector, I gained valuable hospitality experience as Marketing & Event Manager and Lead Innkeeper at the Inn at Schoolhouse Creek, where I managed lodging operations, coordinated weddings and events, and created promotional materials. I also worked in the restaurant industry in Denver, building strong customer service and team management skills. This combination of tourism, hospitality, and communications expertise gives me a unique perspective on promoting Mendocino County as both a welcoming destination and a vibrant community.

[Roxanne\\_Perkins\\_Resume\\_VMC\\_Board\\_8.2025.pdf](#)

Upload a Resume

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Upload Additional Supporting Documents

Question applies to Mendocino County Tourism Commission

Are you current on the collection and payment of Transient Occupancy Tax (TOT)?

N/A

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board

Do you operate or control any lodging rooms for which TOT is not collected, or are otherwise illegal?

N/A

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board

Name of all Mendocino County lodging businesses you represented:

N/A

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board

**Number of rooms per named business:**

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N/A

Question applies to Mendocino County Tourism Commission

**Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), Visit Mendocino County (VMC), or any other community board/commission? If yes please include the length of time that you served on the board/commission.**

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I am currently serving a 2-year term (2023 - 2025) on the City of Fort Bragg's Visit Fort Bragg Committee and the Visit Fort Bragg Events Sub-Committee.

Question applies to Mendocino County Tourism Commission

**Education and Credentials: Please provide your education and professional credentials**

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I hold a Bachelor of Arts degree in Communication from the University of Colorado Denver (May 2007) and bring extensive professional experience in marketing, communications, public relations, event management, and nonprofit leadership, with progressive advancement to my current role as Director of Communications.

Question applies to Mendocino County Tourism Commission

**Work Experience: Please provide your work experience**

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I bring more than a decade of experience in marketing, communications, public relations, and event management, with progressive leadership roles in both nonprofit and hospitality sectors. My career reflects a strong record of advancing organizational visibility, community engagement, and brand development. Director of Communications, Mendocino Coast Botanical Gardens (2024–Present) Lead strategic communications, marketing, public relations, media outreach, and content creation. Oversee outreach, events, membership, and volunteer programs. - - Communications Manager, Mendocino Coast Botanical Gardens (2021–2024) - - Marketing Manager, Mendocino Coast Botanical Gardens (2018–2021) - - Marketing Coordinator, Mendocino Coast Botanical Gardens (2015–2018) Marketing & Event Manager/Lead Innkeeper, Inn at Schoolhouse Creek (2014–2015): Managed events, weddings, and group bookings; supervised staff; created promotional content, and photography. Photographer/Owner, Roxanne Photography Company (2011–2013): Operated independent photography business specializing in promotional, event, and portrait photography. Account Coordinator, MGA Communications (2007–2009): Supported client accounts with communications planning, media outreach, and project coordination. Hospitality Roles, Denver (2007–2013): Gained extensive customer service, event support, and team collaboration experience in food and beverage industry.

Question applies to Mendocino County Tourism Commission

**Special Skills: Please provide your special skills**

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I bring expertise in strategic marketing, public relations, brand development, and digital communications, with skills spanning social media management, graphic design, photography, and content creation. I specialize in crafting unique and innovative strategies to promote where they are needed most, driving visibility and growth for organizations and communities. My experience includes cultivating strong partnerships, elevating brand awareness, and leading events and outreach initiatives that foster economic development, inspire visitors, engage the community, connect with key stakeholders, and celebrate the distinctive character of this unique region.

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## Certification

Please read the following statements and indicate your acceptance thereof.

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I hereby certify that I am a resident in the State of California, County of Mendocino (or reside in another County and meet the qualifications for the position) and am at least 18 years of age. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury, under the laws of the State of California, that the information on this application is true and correct. I understand that assuming this public responsibility could result in public knowledge of my background and/or qualifications, including financial interests. Applications will be kept on file for one year.

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☒ I Agree \*