

ACT Marketing Committee Meeting Tuesday April 7 11am to 1pm.

Join Zoom Meeting

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Meeting host: aliward@zella-hotels.com

Join Zoom Meeting:

<https://us06web.zoom.us/j/85613076003?pwd=G6Ja4lqWKMkdChg1uZ2FZCmFbZQ5ac.1&jst=2>

ACT Marketing Committee Meeting Agenda

Date: Tuesday, April 7, 2026

Time: 11:00 AM – 1:00 PM

Location: Track 3 Leadership Hub (Across from Element or Zoom)

1. Call to Order/ Welcome

2. Conflict of Interest Disclosure

3. Public Comment

4. Approval of Previous Meeting Minutes

March 4, 2026

5. Committee Updates (Ali)

Proposal to move meetings to the second Tuesday of each month

Discussion: Appointing a Co-Chair to support leadership, continuity, and agenda planning

6. Marketing Budget & ROI Framework (Ali)

Current budget snapshot

Align on how we evaluate marketing efforts to ensure we're investing where it matters most

Proposed Success Metrics:

Impact on weekday occupancy (primary focus)

Trackable bookings/referral sources

Cost per acquisition

Define what qualifies as a high ROI marketing initiative

Discussion: Creating Clear Guardrails

Given our budget is finite, it's important we establish clear guardrails to help guide decision-making and prioritize opportunities effectively.

Goal:

Empower Nicole (further) and the committee with a simple framework to evaluate:

What we say yes to

What we say no to

What we revisit later

7. Review of Current & Proposed Marketing Opportunities (Nicole)

Trade shows

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Digital + social opportunities

Partnerships with other DMOs

8. Weekday Business Strategy + Data Initiative

Proposal: Member Survey to Identify Need Periods (Ali)

To better align marketing spend with actual business needs, propose a short member survey to identify true “need periods” across the county, particularly midweek.

Survey Would Include:

Occupancy trends by day of week

Lowest performing months/periods

Willingness to participate in:

Midweek promotions (stay 2, get 3rd, etc.)

County-wide campaigns

Package offers (wine, spa, dining)

Interest in:

Giveaways/lead generation campaigns

Coordinated offers

Target guest segments (drive market, corporate, etc.)

Potential Outcome:

Clear priority needs windows

More targeted, effective campaigns

Better alignment across partners

9. Annual Marketing Calendar (Working Session) (Ali/ Nicole)

Review draft month-by-month calendar

Align with Visit California initiatives

Identify key campaigns, timing, and ownership

10. Open Discussion / New Business

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11. Recap & Action Items

Confirm owners + next steps

Next Meeting: Tuesday, May 12

12. Adjournment

Agenda available at Meeting.

We will be meeting at the Track 3 Leadership Hub across from Element. 40 Hanford Street Sutter Creek, CA 95685

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