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ACT Marketing Committee Meeting Agenda

Date: Tuesday, May 5, 2026

Time: 11:00 AM – 1:00 PM

Location: Element (enter through Hanford House door) or [Zoom](#)

1. Call to Order/ Welcome
2. Conflict of Interest Disclosure
3. Public Comment
4. Approval of Previous Meeting Minutes

- April 7, 2026

5. Committee Updates (Ali)

- Request from board for marketing budget and proposed campaigns.
- Recommended influencer budget & SOP for reimbursement for Request for allocated budget when hosting influencers/writers by board member, marketing committee. Need budget for this item.
- Approve survey to be sent out to lodging members
Member Survey to Identify Need and occupancy highs and lows. 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.)



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

- Trade shows
- Digital + social opportunities
- Partnerships with other DMOs

7. Open Discussion / New Business

8. Recap & Action Items

- creation of budget and proposed campaigns
- Next Meeting: Tuesday, June 2

9. Adjournment