

ACT Marketing Committee Meeting Minutes

Date: Thursday, June 4, 2026

Time: 11:00 AM – 1:00 PM

Location: Zoom

Attendees: Ali Ward - Chair, Matt Zaldivar, Nicole Shebl, Tracey Berkner, Atul Patel, Kirsten Machi

Meeting Called to Order 10:04am

2. Conflict of Interest Disclosure

3. Public Comment

4. Approval of Previous Meeting Minutes - there were none as many were unable to attend.

Motion made by Russ and second approved by Matt

State Fair 2026 - Wish you were here

- GCVA co-op for booth. Design is approved by the GCVA partners. Postcards from where you want to visit.
- Awaiting approval from partners for cost to build booth and print collateral.
- The committee agreed to present to the Board that they approve up to \$3500 to be spent on brochure printing and booth build for 2026 State Fair co-op booth with GCVA

Influencers

- Simklos Lens Ryan & Katie – Nicole negotiating with them for the social media package at \$2,950 with some adjustments. Some partners featured in the photos will also be willing to pay for business specific images.
- The committee agreed to present to the Board that they approve the spend up to \$3,000 with Simklos Lens for asset acquisition B-Roll, 10-15 high resolution photos for use on website, advertising

Proposed Marketing Budget:

- Proposed Working Budget Draft with discussion and adjustments.
- Submit budget to Board for approval - need Committee feedback for final submission by Sunday.

Survey Review:

Low response with Constant Contact email sent. Sent direct email out with a few challenges.

Response Summary: Need Mid-Week business Emails generate the most uptick in business

Using Social Media, Amador needs more exposure

Discussion:

Slower bookings since gas prices up

Please send assets to Nicole

Next meeting review Splash Page Proposals

Atul to present motions and budget at Board Meeting next week

Meeting Adjourned at 11:06am