VisitAMADOR
AMADOR COUNCIL OF TOURISM

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ACT Meeting Minutes, Wednesday Sept 9, 2026

In-Person Meeting + Online:

Hotel Sutter (In Banquet Room)
53 Main Street
Sutter Creek, CA 95685

In Attendance: Lindsey Wood - Brinnwood B&B , George Eckert - Domenico Winery, Ayushi Patel - Kiota Inn, Matt Zaldivar - Casino Mine Ranch, Rebecca Collins - Hotel Sutter, Kathleen Mahan- Helwig Winery, Ali Ward - Hanford/Element
Google Meet: Bradley Booker, Cynthia Wong, Atul Patel, Tracey Berkner , Nicole Shebl , Unknown Member

Call to Order and Quorum

- Called to order at 9:10 AM
- 7 board members present,: quorum confirmed
- Minutes approved: Lindsey motion, Ayushi second

Membership Committee (Cynthia)

- Standing agenda item added going forward
- Progress to date:
  - Met with Kirsten for direction
  - Met with Admin John to understand current membership application and dues tracking processes
- Two priorities ahead:
  - Recruit additional committee members (volunteers or suggestions welcome)
  - Align current processes with new membership committee policy and charter

Invoice Payment Process

- Draft policy tabled pending revision with Kirsten (currently out of the country)
- Main concerns:
  - No provision for recurring payments (Nicole, John, internet, etc.), each requiring separate approval
  - Board-approved event budgets shouldn't require per-invoice sign-off
- Consensus: policy language is the issue, not the intent
  - Recurring payments: George and Ayushi act as pass-through to CPA (Chelsea), not re-approvers
  - Board-approved budget items pass through without re-approval unless over limit
  - Chelsea needs coding guidance during onboarding; touch points will reduce once she knows recurring items

- George and Ayushi to meet with Kirsten on return to revise; bring updated version to next meeting

Marketing Plan and Budget Approval

- 2026 marketing plan presented by Allie (and Nicole on website)
- Key goals:
    - Drive awareness of Amador County (2.5 hrs from SF, low name recognition)
    - Fill midweek and shoulder season occupancy
- Budget of $124,000 approved (realistic vs. aspirational $200K TMD target)
    - Website: $\sim 10K$, $billboards$: ~24K, conferences and trade shows: ~$20K
    - Nicole's contract $(36K) and Sapphire hosting (6K)$ included in marketing budget
- Strategic pillars:
    - Borrow reach via co-ops with Gold Country Visitors Association, Visit California, neighboring DMOs
    - Build reusable print assets (brochures, sales kits) aligned with website rebrand
    - Improve trade show follow-up pipeline to convert contacts into audience
- Website: Sapphire redesign in progress; Nicole shared desktop/mobile preview
    - Template-based; photos, text, and branding still to be finalized
    - Next step: approval on layout, then build itinerary/linking pages and update meetings/events section
- Quarterly updates from Allie and Nicole on spend and campaign progress
- **Motion to approve marketing plan and budget: Kathleen motion, Lindsey second. Passed unanimously.**

Finance Report and Budget Approval

- Bank access now confirmed for Ayushi; $74K currently on hand
- TMD collections year-to-date: $68,561.35
    - Only ~10–12% of lodging members currently paying; more outreach needed
- County check (~$60K) expected within ~2 weeks for ACT account
- Membership dues budgeted at $1,000; lodging dues effectively covered by 2% TMD; focus on hospitality and individual members
- Fiscal year (7/1/26–6/30/27) vs. calendar year accounting: CPA to clarify QuickBooks reporting
- PO Box renewal: $410/year flagged as unbudgeted
    - New brochures confirmed not to include PO Box; only letterhead and website would need updating
    - Board agreed to investigate a smaller/cheaper box
    - Ayushi to add $410 to budget and circulate updated version
- **Motion to approve budget as presented: Kathleen motion, Bradley second. Passed unanimously.**

New Business

- Nicole: lodging and event venue images needed urgently
    - Send to Nicole's email or upload to shared Amador Gmail Drive (login to be resent)
    - Minimum 3 images per property; up to 100 accepted
    - Nicole available as photographer or can provide referrals

- California Wine Month (September): members with special offers should email Nicole
- YouTube help wanted: Nicole seeking anyone with posting/channel experience
- **Meeting adjourned at 10:00 AM**

Next Steps

- **Revise invoice payment policy with Kirsten** (George, Ayushi)
    - Simplify language around recurring payments and board-approved budget pass-throughs; bring revised version to next meeting.
- **Send lodging and event venue images to Nicole**
    - Email directly or upload to shared Amador Gmail Drive; minimum 3 images per property.
- **Add PO Box renewal and circulate updated budget** (Ayushi)
    - $410 unbudgeted; investigate smaller box option before renewing.
- **Confirm Sapphire website layout for approval** (Nicole)
    - Once approved, proceed to itinerary/linking pages and meetings/events section update.