VisitAMADOR
AMADOR COUNCIL OF TOURISM

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DATE: Tuesday Oct 13, 2:00- 3:15pm | **LOCATION**: Google Meet | ATTENDEES: Ali , Kirsten, Nicole, and Tracey

What the committee decided

- Website colors: go with the darker, more yellow option (number one). Saffire said a deeper gold would cause accessibility problems. Nicole will tell them so the site can get ready to launch.
- Writer and influencer visits: businesses that host get paid back starting at 50%, and up to 100% for small food and drink spots. That comes out of the influencer and media budget. You can approve more by text or email as chair, without waiting for the board.
- Print vs. digital: Digital is the main strategy, and print gets looked at only when something specific comes up.
- How the group runs: set deadlines and follow "speak now or forever hold your peace." The group makes decisions in meetings instead of waiting on email replies.

Action items

- Ali: Start the OTA advertising email by end of day today and copy Kirsten, Nicole, Tracey, and Becky. Get the billboard rep on the next agenda.
- Nicole: price out the Nob Hill Gazette and SF Gate story options against the budget. Send Kirsten the dates for the writer Heidi's visit.
- Kirsten: put her notes and priorities into your tracker. Draft an FAQ page for members and lodging partners about how the assessment works and how listings get added; you'll edit it. Ask Moonrise Pizza about comping the writer's dinner, then help find other businesses so the same few aren't always asked.
- Tracey: Re-share last year's New Year, New Experiences materials. Meet Amador Arts (Ashley and David) on Friday at 11:30 at the Fig Barn about a daffodil festival. Ask Ashley about daffodil trail branding, and email Anna (marketing chair at Wine Heritage) about splitting the Bay Area Travel Show.
- Ali and Kirsten: Put together ready-made package ideas for New Year, New Experiences so it's easy for businesses to sign up.

Other discussion

- Airbnb complaints: Some owners say they aren't being promoted. They're listed under "Home Rentals," and they're responsible for updating their own listings. George put this on today's board agenda.

- Daffodil Trail: daffodils get planted from Ione to Kirkwood, with possible QR-code signs and art installations along the route. You suggested planting some at Hanford.

- Bay Area Travel Show: Runs Feb 27–28, 2027 at the Santa Clara Convention Center. Rail Explorers backed out, and Casino Mine is in. Any deal with Wine Heritage should be in writing, including a staffing commitment, with a fee if they don't show up.

- Billboard: The current Arden Arcade board is small and partly blocked by a transformer. The group wants to see bigger options, possibly in Folsom.

- Outlook Forum:It's March 2–4, 2027, in Monterey, and Nicole may go and report back.
- Kirsten is retiring May 4, 2027, and will have more time to help.
- Ali: told the group Element is closed and that you're open to leasing the space.