VisitAMADOR
AMADOR COUNCIL OF TOURISM

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ACT Marketing Committee Meeting Minutes – November 5, 2026

DATE: Thursday Nov 5, 10:00–11:00am | **LOCATION**: Google Meet | ATTENDEES: Ali, Kirsten, Matt, Michael, Nicole, Russ, and Tracey

What the committee decided

- Board agenda: keep a standing "Marketing Committee Report" on every board agenda. A general heading leaves room to cover whatever comes up, and specific asks get listed under it.
- Road trip guide (Gold Country Visitors Association): not decided yet. Options are the printed California road trip guide (about $2,800) or one dedicated newsletter in January or April (about $1,400–$2,800). Nicole will get more numbers, and the group will reach a consensus by email next week. No board vote needed since it's in the budget.
- CAP Radio "Sounds of the Season": $5,000 out of the $9,000 radio budget, on hold while Tracey asks CAP Radio for a better deal and a longer promotion window.
- Destination Hub (digital self-guided tours and maps): the group liked it, but it needs more review before a decision.
- Seasonal Spectacular booth: about 200 wrapped gift bags instead of the prize wheel, plus a sign-up giveaway at the booth to collect contact info.

Action items

- Ali: Add Caitlyn Shipley (Andis) to the committee distribution list once Kirsten forwards her email. Send the Faire link (organic snacks and Amador County stickers) to Tracey, Nicole, and Kirsten. Ask George to keep the Marketing Committee Report as a standing board agenda item.
- Tracey: Send the Daffodil Trail order form and infographic to the committee (bulb orders are due by the middle of next week). Check the storage unit to see how many destination guides and other materials are left. Go back to CAP Radio about sponsorship options and a better deal.
- Nicole: Update Matt on the badge-scanning device for the booth. Get 1,500 destination guides printed. Send the Destination Hub info and examples from other DMOs. Ask Tiffany and Ellen at Gold Country Visitors Association for road trip guide results, and give them a verbal update by Friday.
- Kirsten: Collect donated items for the Seasonal Spectacular raffle and booth giveaway. Ask George to add Seasonal Spectacular to the board agenda. Follow up with Michael on his promo code and collateral.
- Michael: Build a booking page to track CAP Radio leads. Send Nicole photos of the meeting and event space.
- Everyone: Send Nicole details and photos of your meeting spaces for the website and planner listings. Send Kirsten anything you can donate. Weigh in by email next week on the road trip guide.

Other discussion

- Welcome: Kirsten introduced Caitlyn Shipley from Andis, who wants to be involved. Andis can donate wine or tastings.

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- Daffodil Trail: a multi-year project planting daffodils from Ione to Kirkwood as a tribute to Daffodil Hill. Tracey is buying bulbs wholesale and working with the Amador Arts Council on a spring art show about renewal and hope.

- Seasonal Spectacular: volunteers are set. Kirsten, Ayushi, and Molly will be in our booth, and Casino Mine (Matt) is taking the booth Rail Explorers usually has. George is handling the COI. Nicole asked for the $150 badge scanner, and any leads we scan are ours to keep. Molly is designing the booth to go with Casino Mine's tasting-room look. Bins and a wagon are already in storage. Michael offered an extra 20% off a stay at Amador Harvest Inn. The ask for the board meeting: businesses should send flyers, postcards, and donations.

- Visit California: Tracey sent a contact form about getting the Olympic torch route through Gold Country. She will also gather tips from Gold Country delegates who went to Terra Madre so Amador can take part next time. Nicole shared research showing a 58% likelihood of planners holding meetings in California in 2026 (cost, travel time, and politics are the main barriers). She is also updating our free meeting-planner listings. Kennedy Mine's "Ghosts of the Gold Rush" made Visit California's editorial calendar.

- Meeting venues: Michael offered the old tasting room on a 40-acre lakefront property, which holds about 30–40 people.

- Website: the redesign is ready. Saffire is carrying the new look through the inside pages, and Nicole hopes it will launch before the board meeting.

- Lead value: road trip ads have brought in 10–50 info requests a week, or about 500 a year. At $2,800 that is roughly $5.60 per lead. Michael noted that 100 contacts is enough to build Meta custom and lookalike audiences.