

ACT Marketing Committee Meeting Agenda

DATE: Wednesday, March 4, 2026

LOCATION: In-Person Meeting + Google Meet

Hanford House Inn/Element - Element Restaurant
61 Hanford St.
Sutter Creek, CA

Google Meet: <https://meet.google.com/ajs-vtcx-tvo>

11:00: Meeting Called to Order

- Quorum Established
- Conflict of Interest Disclosure
- Public Comment - 2 minutes maximum

Agenda

- Establish Committee (10 Minutes) - (Ali/ Tracy)
- Goals/Vision/Guiding Principles of Marketing Committee (10 Minutes) (Ali/ Tracy)
- Adding items to the agenda
- Marketing Budget (Tracy)
- Nicole's Role (Tracy)
- Upcoming Opportunities (Nicole / Tracy)
- Recently Completed Programs (Nicole)
- Current Commitments (Nicole / Tracy)
 - Billboards
 - Road Trips
 - Website
 - Bay Area Travel Show
 - Burger Route

- 2026 Strategic Ideation + Forced Ranking Session

Individual Idea Share (15–25 minutes)

Each committee member/ attendee is invited to come prepared with:

- Top 2 marketing ideas for 2026
- Must be:
 - Strategic (not tactical only)
 - *Note: A strategic marketing initiative should drive measurable visitation or overnight stays, elevate Amador’s brand positioning, create regional or multi-partner impact, extend beyond a single event, align with realistic budget parameters, and clearly define its target audience.*
 - Budget-conscious
 - Aligned with Visit Amador brand positioning
 - Designed to drive measurable visitation

Each attendee invited will briefly present their two ideas (2–3 minutes max each).

Forced Ranking Exercise (15–20 minutes)

Process:

- Each member receives 3 votes
- Must distribute across ideas (cannot stack all 3 on one idea)
- Votes tallied live
- Top 3 initiatives identified

Goal:

Establish Top 3 Strategic Marketing Priorities for 2026
(in addition to maintaining current commitments)

- Next meeting date - Wednesday Apr 1, 2026