

ACT Marketing Committee Meeting Minutes

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 11:16am

In attendance - Ali Ward, Atul Patel, Russ Reyes, Nicole Shebl, Rebecca Collins, Matt Zaldivar, Duane La Moureaux, Ayushi Patel, Megan Van Hook, Tracey Berkner, Shannon Landis. Virtual: Laura Waltz

- Conflict of Interest Disclosure - none
- Public Comment - 2 minutes maximum
Megan from Amador Wine Country pitched to ACT to be a Premier Sponsor of Amador 4 Fires \$5,000 . Link on ticket site for booking rooms during the stay, Spot on Fox 40, logo on glass and table to promote, Bag Sponsorship 350 bags with logo \$3,000 or a table sponsorship \$1,000 - deadline is ASAP. 250 tickets sold. Big push will go next week. Shooting for 2,000 attendees. 2025 was 1,700 attendees

Agenda

- Establish Committee - Rebecca Collins, Russ Reyes, Atul Patul, Matt Zalvidar and Ali Ward will serve as Marketing Committee voting members. Shannon Landis and Tracey Berkner will help with special projects.
- Goals/Vision/Guiding Principles of Marketing Committee - reviewed - needs to be documented and shared with Board of Directors.
- Adding items to the agenda - needs to be done 2 weeks prior to meeting
- Marketing Budget -77% of projected \$200k total funding. \$140k possibly budget. Laura can provide an estimate of quarterly spending.
- Nicole's Role - Marketing and Media services for past 2 years - all social media Facebook , IG, TickTock and YouTube, monthly reports, seasonal programs, influencers & press visits, quarterly newsletter, print advertising and design, trade show coordination (Seasonal Spectacular, Bay Area Travel Shows, State Fair), GCVA liaison writing copy, submit events, Visit CA monthly submissions, various items as requested.
- Upcoming Opportunities - submit to committee for review and to be on agenda

- Recently Completed Programs - Cap Radio program completed November 2025 to February 2026, Seasonal Spectacular December 2025, Amador Ultimate Giveaway December 2025, New Year New Experiences January 2026
- Current Commitments
 - Billboards - officially up at Arden & Howe and Fair Oaks Blvd.
 - Road Trips - Visit California publication - coop ad with GCVA
 - Website - keeping updated and working on meeting space page updates, need to communicate to Admin for any changes
 - Bay Area Travel Show - shared giveaways, need people to man booth, Rail explorers sharing booth, heavily attended
 - Burger Route - passport style check out, have a bingo card, Megan to provide information on presentation from recent company.
- 2026 Strategic Ideation + Forced Ranking Session

.Strategic Brainstorming

Weekday

Sundays

Soft weekends

Hospitality

Boosting social media is important

Viral content

New Year New Experience - lean in to drive January and other slow times

Plan out what to promote month by month - a year out

Big Giveaway - donations - grand prize, 2nd 3rd place - gathers guest data - by registering for giveaway 1-2 times a year having a coordinated county wide special like Santa Barbara in January stay 2 nights get 3rd free.

Focus on contacting people from outward facing marketing

Communication and partnering with other DMO's - FAM tours

Revisit the website as a better selling the Amador Experience

Click thru rates on each business report can be run from Visit Amador site

Talk with John and find out what can be done with the website to add more storytelling and people.

Find a bench mark for trade show presence

Forced Ranking Exercise

Month by Month annual promotion calendar to align with Visit California

Gather ideas to have website tell more of a story on landing page

Rebecca Collins motioned to conclude the meeting at 12:38 second by Ali Ward

- Next meeting date - Wednesday Apr 1, 2026 11:30am at Hanford House

