

ACT Marketing Committee Meeting Agenda

Date: Tuesday, April 7, 2026

Time: 11:00 AM – 1:00 PM

Location: Track 3 Leadership Hub (Across from Element or [Zoom](#))

Attendees: Ali Ward - Chair, Matt Zaldivar, Kathleen Mahan, Nicole Shebl, Tracey Berkner, Carolyn LeQuinn
Zoom: Russ Reyes, Christian Cardona, Laura Walz, Atul Patel

1. Meeting Called to Order 11:08 am
2. Conflict of Interest Disclosure
3. Public Comment
 - a. Outcome: None
4. Approval of Previous Meeting Minutes March 4, 2026
 - a. Outcome: Approved
5. Committee Updates (Ali)
 - Proposal to move meetings to the second Tuesday of each month.
 - Outcome: Need to keep the week prior to ensure that items that need to be voted on by the Board are noticed with proper time
 - Discussion of Appointing a Co-Chair to support leadership, continuity, and agenda planning
 - Outcome: Kathleen offered to be a Co-Chair.
6. Effort: Lodging Partner Marketing Survey
 - a. Matt motioned to send an email survey to lodging partners, and Russ seconded.
 - b. Outcome: All in favor. No opposed
 - c. Action Item: Nicole to take a survey by 4/22/26 via Constant Contact
 - i. Potential Marketing Partner Mixer at Rest May
7. Marketing Budget & ROI Framework (Ali)
 - Current budget snapshot
 - Action Item: Ali will work on a budget using past marketing budgets and QB reports supplied by Tracey to present to the committee at the May Meeting
 - Takeaway: Align on how we evaluate marketing efforts to ensure we're investing where it matters most
 - Proposed Campaigns: Social Boosting, Mid-Week meetings: update website page, use social for more business-focused boosting, Newsletters, promoting the burger route,
 - Proposed Success Metrics:
 - Impact on weekday occupancy (primary focus)
 - Trackable bookings/referral sources
 - Cost per acquisition
 - Define what qualifies as a high ROI marketing initiative
 - Discussion: Creating Clear Guardrails

7. Review of Current & Proposed Marketing Opportunities (Nicole)

- Trade shows
- Digital + social opportunities
- Partnerships with other DMOs

7. Weekday Business Strategy + Data Initiative

Proposal: Member Survey to Identify Need Periods (Ali)

To better align marketing spend with actual business needs, propose a short member survey to identify true "need periods" across the county, particularly midweek.

Survey Would Include:

- Occupancy trends by day of week
- Lowest performing months/periods
- Willingness to participate in:
 - Midweek promotions (stay 2, get 3rd, etc.)
 - County-wide campaigns
 - Package offers (wine, spa, dining)
- Interest in:
 - Giveaways/lead generation campaigns
 - Coordinated offers
- Target guest segments (drive market, corporate, etc.)

Potential Outcome:

- Clear priority needs windows
- More targeted, effective campaigns
- Better alignment across partners

8. Annual Marketing Calendar (Working Session) (Ali/ Nicole)

- Review draft month-by-month calendar
- Align with Visit California initiatives
- Identify key campaigns, timing, and ownership
- Scheduled for late April

10. Open Discussion / New Business

11. Recap & Action Items

- Confirm owners + next steps
- Next Meeting: Tuesday, May 5

12. Adjournment at 12:37pm