

## Marketing Committee Meeting Minutes

Galena Country Tourism

Thu., May 6, 2021, 10 a.m.

Chestnut Mountain Resort

- I. Call to order - 10:19am
- II. Roll call - Present: Nikki Peebles, Colin Sanderson, Mike Murphy. Other Rose Noble and Fallon Oldenburg. Absent: Birgit Radin.
- III. Citizen Comments - none
- IV. Old business – none
- V. New business
  - a. FY'22 Marketing Plan - Noble introduced Oldenburg, Marketing Director, to present the proposed FY'22 Marketing Budget. Oldenburg started with an overview of the organizations marketing calendar, initiatives, target markets, and campaigns (see attachment A). Then she presented each line item in detail. (see attachment B). Sanderson asked about front-line training for stakeholders to understand our initiatives and overall Galena Country questions. Noble said the Visitor Services Manager will head on preparing information, under the supervision of the Marketing Director. Oldenburg noted the new platforms with Madden Media which will allow the organization to capture more visitor data and ad-campaign stats. Sanderson was very pleased with the collection of transactional data that will be a result of this strategy. The Committee was pleased to see new social media platforms being introduced for FY'22, including TikTok. Another fun item is a faux cover takeover of Midwest Living magazine. Oldenburg went through the new considerations item-by-item (see attachment C). With no further discussions, the Marketing Committee recommends the board approve the proposed FY'22 marketing budget, as presented.
- VI. Adjourn - Sanderson motioned at 11:19a, Peebles seconds.