

Marketing Committee Meeting Minutes
Galena Country Tourism
Tue., May 10, 2022, 9 am
Digital

- I. Call to order by presiding officer – 9:06 am
- II. Roll call – Oniqueh Giles, Colin Sanderson, Jack Dieter, Rose Noble and Kirsten Bell. Other, Stewart Stofferegana.
- III. Citizen Comments* - none
- IV. Old Business/Board director concerns: - none
- V. New Business
 - a. FY23 Marketing Plan – Strategic Marketing Director, Bell, presented the FY23 Marketing Plan, outlining ad-buys, percent of budget, opportunistic money, new considerations and activations. Noble presented the intended use of funds towards Tourism Master Plan initiatives, out of opportunistic marketing line item. She also presented the sales line item as it related to marketing initiatives.
Dieter had questions about how Mobile Fuse (a new consideration) is used. Bell outlined the process.
Sanderson motioned that the committee recommends the Board approve the FY23 Marketing Plan as presented. Giles 2nds. Dieter agrees.
Noble said she would prep the recommendation which will be presented to the full board along with the entire FY23 Marketing presentation at the meeting, May 24th.

VII. Adjourn – With no further questions, the committee adjourned at 9:51 a.m.