

SVTA Marketing Meeting
August 31, 2016
The Mimslyn Inn / Luray

In attendance:

Jo Diedrich / Leisure Media 360

Helen Morton / Delaware North at Shenandoah National Park

John Shaffer / Luray Caverns

Jaime Woolf / Capital Ale House-Harrisonburg

Kathy Moore / Moore Public Relations (via conf call)

Julie Armel / Museum of the Shenandoah Valley (via conf call)

Welcomed Jaime Woolf as both a new member to SVTA and also to the marketing committee.

VTC Grant

SVTA will be applying for a VTC grant in the next spring cycle to get funding for more digital ads. Placement areas suggested include virginia.org, Washington Post, and social media.

Issues with grant: we need to leverage \$ to get \$. Last FY we used web investment, what will we use this FY?

Also, we need partners for the grant (at least 2). Who will those be (MSV, Luray Caverns, and Delaware North Shenandoah were partners for current grant).

Digital Advertising

When additional funds are available, increased digital placement is the way for SVTA to go with the goal of driving folks to the website. Consider AdRoll or some other placement.

Website

The marketing committee should be the SVTA committee where website issues are discussed (improvements needed, recommendations to the EC/BOD for ad pricing, etc.).

The new site should launch in early September. Last minute issues with the map which INM is fixing.

PR

We will be working with Kathy Moore for web page rotator story content and getting members to provide it. Discussed giving DMOs and Class A members one of the three slots each month (they provide content).

MATPRA – discussion held regarding Kathy's attendance and giveaways/displays needed for the conference. Kathy will create the profile sheet and gather materials for table display. SVTA will be purchasing logo'd notebooks and pens for writers.

Social Media

Need to tie in social media with new editorial calendar when finalized. Based on funding, include FB tile ads.