

Marketing Committee Meeting

October 31, 2016

10:30 a.m. Country Inn & Suites / Harrisonburg

Attending:

Jo Diedrich/Chair – LeisureMedia360

Julie Armel - The Museum of the Shenandoah Valley

Helen Morton – Delaware North at Shenandoah National Park

Kathy Moore – Moore Public Relations

Jaime Woolf – Capital Ale House

John Shaffer – Luray Caverns

Greg Miller – Country Inn & Suites/Harrisonburg

A draft PR/Social calendar was distributed for review and feedback. There are monthly themes incorporating VA Tourism’s e-newsletter themes through July. Balance of the calendar year (Aug-Dec) themes should be rolled out by VA-1. A designated region and Class A member will be featured each month along with events and/or attractions related to the monthly theme. Group was in agreement with proposed outline. Kathy will transfer the calendar into a different format and send to the committee. She will finalize January thru June, 2017 first and develop August thru December after VA-1.

When the Jan-June calendar is finished, we will need to post it on mysvta.org and send email out to members. We also need to determine the correct remaining budget we have for this fiscal year. When Steve Everidge returns from vacation he will get with Donielle to reconcile this.

There was discussion re some duplication of efforts over the past few months during the website creation. The committee reviewed the various tasks and came up with the following solutions:

* Kathy Moore will handle all social media outreach. She will be doing blogs on “What’s New” landing page, facebook posts and also add Instagram to the website.
* John Robbins to handle the monthly DMO and Class A featured articles for website and keep events current. He will need to reach out to these members to obtain details and images.

John will continue to be the “go to” person when new members join plus current member contact for edits needed on the website.

John will also continue to receive “Contact Us” requests, respond to them and/or distribute to the appropriate members.

* Christy Henry will handle all the back end work and add SEO / keywords. Kathy and John will email Christy whenever they add an article or image to the site so she can ensure SEO is in place and images are sized correctly.
* Due date for transition of tasks is **November 7**.

Kathy asked if the marketing committee needs to review her blogs before posting. Committee agreed that Helen should review since she has current member list.

Monthly posts need to be archived so we can re-use in the future. That is on INM priority list that Christy forwarded to them last week. Matt stated INM is working on two big projects and it will be at least two weeks until he can get back with estimated times and costs.

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Need a refinement on the Press Room. Kathy will discuss with Christy.

Julie is willing to apply for VTC grant. Need to build a theme, and develop strategies to support it.

Due November 9 for review and then 1-2 weeks for final submission. Target the millennials (?) for the whole valley. Experiential themes for all generations?

Greg suggested a tagline of “It’s Only Natural …”. We could push parks, hiking, river, food, wine/breweries/cideries. Everyone liked this concept as it can be developed to cover multiple interests. E.g., It’s Only Natural that you explore caverns in the Shenandoah Valley or It’s Only Natural that you taste farm to table dining in the Shenandoah Valley.

Need to include UTM code, whenever possible. Can Christy generate? Helen will check with her.

There being no further discussion, the meeting adjourned.

Helen Morton

Recorder