



Marketing Committee Call
May 3, 2017

Attending:

John Shaffer - Luray Caverns

Kathy Moore - Moore Public Relations

Helen Morton - Delaware North at Shenandoah National Park

Julie Armel - The Museum of the Shenandoah Valley

AdRoll Update – There will be 5-6 flights of different EPIC experiences with visuals and tie in to FB & Twitter. Will be starting AdRoll as soon as the SVTA credit card is received by Julie. This will be integrated with Wash Post and VTC buys. Kathy had follow up call with John Robbins and he will incorporate the themes in his website articles.

FB, Twitter, Instagram – lively and people are engaging. Farmers Markets post received lots of attention.

Content Calendar – Kathy has finalized the calendar for the rest of the year. All blogs and social content included. Helen posted on mysvta.org so members can access.

Media Outreach – Southern Living is doing an overview on the Valley, Shenandoah Beerwerks Trail, Luray and the Park. Kathy has been in communication with their rep.

Kathy pitched the valley to Country Living, Erin Gifford (Travel Channel). Bloggers two weeks ago in the Valley did Safari Park & Frontier Culture.

Website Updates – Helen working with INM to improve quality of homepage HERO images and destination images, adding 2nd position to each banner ad, and adding links to event listings on region pages.

Highway Media – have blitz at the visitor centers in the fall. Is there some way we have a presence?

MySVTA.org member communication – discussed that we need to get a monthly member communication started beginning this month. Tracy will be able to manage this once she is more familiar with WA.

SVTA local PR & communication – this has been discussed by EC/BOD numerous times and is important that we get a plan together and execute. We are not communicating our PR efforts/accomplishments to local media. This is in addition to the PR that Kathy is managing.

Celebrate Shenandoah group has sent a proposed MOU partnership regarding the visitskylinedrive URL. Helen has been in contact with Hank Zimmerman who owns this URL about possibility of a long-term agreement (10 yrs+) or purchasing it. Currently we have a 3-year contract with a 30-day cancel clause. SVTA does not want to invest any additional monies until we have a secure arrangement. Hank was going to think about it and get back with Helen.

Next steps:

- 1 – Member communication. Set up time table and execute.
- 2 – SEA & FB grant (VTC will re-imburse up to 25%)
- 3 – Budget – what do we have?
- 4 - Check with Tracy about mail requests and travel shows.

Next meeting will be Tuesday, June 6 at 1:30 p.m.