

MARKETING SUBCOMMITTEE MEETING AGENDA

February 25, 2020 | 12:45 p.m.
Napa River Inn (Hatt Hall)
500 Main Street, Napa, CA 94559

Call to Order/ Introductions:

Public Comment:

Public comment for all items on or not otherwise on the agenda.

Discussion Items:

- 1) Discussion of FY 19-20 Scope of Work for Marketing Contracts
Subcommittee members will review and discuss the Scopes of Work for the FY 19-20 marketing contracts for Astra Digital Marketing and Augustine Agency.
- 2) Discussion of FY 20-21 Marketing Strategies
Subcommittee members will discuss Napa TID marketing strategies for FY 20-21.

Action Items:

- 1) Approval of Minutes
Approval of January 13, 2020 Marketing Subcommittee Meeting Minutes.

Adjournment of Committee Meeting:

THE AGENDA FOR THE ABOVE STATED MEETING WAS POSTED AT LOCATIONS FREELY ACCESSIBLE TO MEMBERS OF THE PUBLIC AT THE CITY OF NAPA COMMUNITY SERVICES BUILDING (1600 FIRST STREET, NAPA, CA, 94559) AND THE CITY OF NAPA'S CITY HALL (955 SCHOOL STREET, NAPA, CA, 94559) ON FEBRUARY 21, 2020.

NAPA TOURISM IMPROVEMENT DISTRICT

Marketing Subcommittee

Subcommittee Members

**Patrick Miller
Craig Smith
Sara Brooks**

Napa TID Local Governing Committee Regular Meeting Minutes
January 13, 2020 – 3:30 p.m.
Community Services Building (Room 128) | 1600 First Street, Napa, CA 94559

Members Present: Patrick Miller, Craig Smith, and Sara Brooks

Members Absent: None

Others in Attendance: City of Napa: Stephanie Cajina
Augustine Agency: Debbie Augustine, Lindsay Moore, Claire Marcus,
Jessica Rodriguez
Astra Digital Marketing Services: Ron Scharman, Ryan Neergaard, Abby Lynch

Public Comment:

- There was no public comment.

Information Items:

- 1) Brief Overview of Current Marketing Campaigns – Astra Digital Marketing
Representatives from Astra Digital Marketing discussed updates on current marketing campaigns for feedback from subcommittee members. Subcommittee members provided feedback on current campaigns.
- 2) Brief Overview of Current Marketing Campaigns – Augustine Agency
Representatives from the Augustine Agency discussed updates on current marketing campaigns for feedback from subcommittee members. Subcommittee members provided feedback on current campaigns.
- 3) Marketing Concepts with Napa Valley Wine Train and San Francisco Meeting Planners
Committee Member, Craig Smith, and Ryan Neergard, from Astra Digital, discussed two possible marketing concepts with the Napa Valley Wine Train and Visit Napa Valley for feedback from the subcommittee members. Subcommittee members suggested Craig compile a budget for the proposal and present it at the next full Regular TID Meeting.

Proposed Action Items for the next TID meeting on January 28, 2020:

- 4) Augustine Agency – Expedia Campaign
Representatives from the Augustine Agency presented a draft campaign proposal that may be presented at the January TID meeting. Subcommittee members will discuss the proposal and did not recommend it as an agenda item for a Regular TID meeting.

Adjournment:

- The Chair adjourned the meeting at 4:45 p.m.