

2.2021 Marketing Committee Meeting Notes

Because of the lack of events in Q1 and Q2, we will look to highlight some “event” like things such as:

- Facebook Live events. These are 2 X month and will focus on interviewing businesses that are tourism focused. This week we talk with Krista from Sequoia Guides. These events will be boosted to increase our reach. They will be added to Marketing Plan
- Blossom Trail: John Oneto helped to create a blossom trail. Fresno Co has long had one and holds an opening ceremony on the first Friday in February. We can possibly create an event-like.
- National Parks Week (April 17-25, 2021): We will work to make “events” during this week such as a Facebook Live (or possible webinar) with park staff highlighting the pelts and other educational items they have. Also, if approved by city committee, the parks will provide banners for Main St.

Our Fireside Chat webinar was limited to 100 people and we had 133 register. It was suggested that we spend a little more to have a higher number of people be able to attend. The other option is to live feed it to YouTube or Facebook. (Zoom Webinar pricing: \$40 for up to 100 ppl, \$140 for up to 500 ppl)

Other upcoming items:

Sequoia Shuttle: Sounds like it will run in-park but external is still being decided

Discussed finding alternatives to Shuttle like Uber or Lift. Claudia at Airport might have contact person at Uber to arrange set price

Rawhide Baseball: Season has not yet been announced but possible start in May instead of April

Women’s History Month (March): Asked for suggestions of women to highlight on social media

Marketing Google Sheets: It was suggested that along with actual results, we include whether or not the event/item was worth it and if it should be done again.

SLO Tri Tip Challenge: If a person completes 3 hikes to 3 SLO peaks in one day, Firestone will give you a free tri tip sandwich. You must do a selfie with a date stamp. Is this something we could do here? Kayak at Kaweah, hike a trail or other outdoor activity. Add this to Tourism Committee agenda to discuss.

Round Table:

- Urbane Café to open at mall next month
- Mall will be a Mobile testing site with free testing from 2/8-12. They are also looking at being a vaccination site.
- Easter Bunny arrives March 13-April 3 and is covid safe like santa.
- Looking to do concerts/ movies – TBD
- Adding another available pad for lease since Union Bank is closing.
- Wyndham offering Valentine’s weekend special. (no food and beverage on site.)