



GCCTB Marketing Committee Meeting  
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May 9 , 2024  
Via Zoom

**Meeting Attendance:** Gaylene Ore, Paula Isakson, Cheryl Spezia, Elizabeth Brumm, Jennifer Brown, Kimberly Ramasawak, Carrie Tomlinson.

**Absent:** Dave Huber

Gaylene discussed website issues that need to be corrected.

**Jennifer joined the meeting at 10:11 a.m.**

Jennifer expressed concerns with the Grand Lake page.

Elizabeth suggested that the new board is detail-oriented, so they are now receiving more feedback from us. Cheryl agreed

Gaylene said that moving forward if things are not approved - that she'll approve – the marketing committee was ok with this suggestion.

Miles will put together a list of website issues and work on getting current issues resolved.

Gaylene suggested that Carrie and Kimberly come back to the team and do a complete audit and fix broken links.

**Carrie reviewed display ads – committee approved.**

Note: Jennifers asked to see the landing pages for each ad.

Gaylene asked about the results and how they are performing—asked about monetary vs. performance, etc. Carrie says that they are not able to see the actual spend— website results on page and referrals. Jennifer wanted to see if we could find what results. Carrie said it was hard to tell, but they do have the ability to look at this information during these campaigns.

**CTV Ads Digital – Committee approved**

**Summer Photos I See list we sent Miles Below**

Carrie said they would be reaching out to Jay to take photos, etc. Miles to assist with talent releases etc. Event photos etc.

### **Stand Grand**

Gaylene introduced the history of Stand Grand and the GCCTB's involvement in taking over the marketing from HTA.

### **KFFR Promotion & Local Promotions**

Miles will use the community budget for promotions on KFFR and other local promotions. Carrie to work with Gaylene and Paula.

### **Gaylene re Datafy:**

- Gaylene proposed Datafy's proposal to produce a sample report of GCCTB's digital ads, including monetary value.
- The committee approved bringing it to the board for final approval.

### **Adjourn at 1127 am**

Next Meeting  
June 11, 2024