

Marketing Meeting Minutes 5.13.26

Attracting Local Tourism

- Discussion tabled until next meeting when Jim Kelly can attend
-

Content Pillar Design Review

- Moving forward with content design (example under Things to Do: Mountain Biking)
 - Will continue to create additional expanded pages/blog posts for categories
-

FAQ Development and Plan Your Visit Landing Page

- Group discussion on Plan Your Visit Page (Activities, Lodging, Dining, Visitor Center, Parking, Restrooms, Dogs, Accessibility, etc)
 - Jess to develop an outline for a Plan Your Visit Landing Page with FAQ
-

Survey Results Discussion

- Will continue to distribute survey
 - Work on messaging to address concerns re: dining accessibility, affordability
-