

HCTDA MARKETING COMMITTEE MEETING MINUTES

October 18, 2023 @ 2:00pm

Henderson County Partnership for Economic Development Office, 330 N King Street, Hendersonville, NC 28792

Call To Order, Welcome & Approval of Minutes

Chair Brittany Brady called the meeting to order at 2:02pm. A motion to approve the minutes from the previous meeting was made by Joe Dinan. The motion was seconded by Mike Burnette.

Review of Zartico Spotlights

Melanie Black reviewed the Zartico Spotlights from this spring, which took a closer look at the Biltmore Estate, DuPont State Forest, the Wineries & Asheville Airport. The committee discussed the findings, and brainstormed ideas for what to Spotlight this FY.

Top-level Review of Marketing Activities

Melanie Black reviewed the current ad placements, showed the committee the Partner Marketing Alignment hot-sheet that was created for Julie to share on partner visits, shared the recent photoshoot, and discussed the state of/plans for the website's new blog.

Committee Open Discussion

There was no new business, but the committee brainstormed ideas for topics that would be beneficial to be reviewed or considered for break-out sessions at the 2024 Annual Henderson County Tourism Conference. Due to time constraints, the committee agreed to discuss the Outdoors section of the website at the January meeting.

Marketing, PR & Website Report

Also due to time constraints, the committee opted to skip the review of the monthly marketing report and will send Melanie any questions they have after reviewing it individually.

Adjourn

Mike Burnette made a motion to adjourn the meeting at 3:01pm. The motion was seconded by Joe Dinan.

HCTDA Marketing Committee Members in Attendance

- ✓ Brittany Brady, Chair
- ✓ Mike Burnette
- X Jamie Carpenter
- ✓ Joe Dinan
- X Selena Einwechter
- ✓ Julie Hall

HCTDA Staff

- ✓ Melanie Black
- ✓ Ashley Downer
- ✓ Michelle Owens