

# MINUTES SUMMARY

NCOT Marketing Committee – Quarterly Meeting  
May 9, 2025 – 9:32 AM

## 1. Call to Order & Roll Call

Meeting called to order at 9:32 AM. Quorum confirmed. One member absent.

## 2. Public Comment

No public comment offered.

## 3. Approval of Minutes

Minutes from August 21, 2024 approved unanimously.

## 4. Opening Comments

Staff noted personnel updates and upcoming June 4, 2025 Commission meeting where the FY26 marketing plan will be presented.

## 5. FY26 Integrated Marketing Plan (For Possible Action)

Staff and agency partners presented the proposed FY26 integrated marketing and communications plan, including:

- Review of FY25 performance, brand updates, and refined audience strategy.
- Market prioritization (core, warm lead, momentum, and on-deck markets).
- Overview of proposed hero programs including the Alex Honnold series, Chicago culinary/dark sky activation, in-state October campaign, and America 250 AR ghost town concept.
- Paid media, influencer, and earned media strategies.
- Budget scenarios (\$12M preferred; \$11M revised; further reduction scenarios).

## Committee Discussion

Committee discussed performance metrics, brand safety, Spanish-speaking audience considerations, rural visitation barriers, and sponsorship opportunities.

## Action

The FY26 Integrated Marketing Plan, including associated budget scenarios, was approved unanimously.

## 6. Public Comment (Final)

No public comment received.

## 7. Adjournment

Meeting adjourned at approximately 11:00 AM.