



Marketing Committee Meeting Minutes 2-5-25

Sharon Calcotte - LA
Kate Carlson - MN
Laura Beth Stickland - MS
Tracy Fishnick- WI
Chris Miller - MN
Holly Cain - IL
Shelley Ritter - MS
Norma Pruitt - KY
Susanne Thiede-Barnet - National Office

National Office presented the 2024 Q4 marketing report.

We spend considerable time discussing America 250 and the planning going on in each state. The promotion begins in 2025 and runs through July 4, 2026.

We will build a campaign around “250 things to do along the Great River Road.” These items could include anything from attractions to restaurants.

We will also look at retooling the summer events campaign to include America 250 themed-events.

There was discussion about working with Culture and Heritage to develop a story around the role of each state in the Revolution.

There was a comment about looking at adding the America 250 logo to merchandise in our Red Bubble store.

Another idea included building regional itineraries that included traveling 250 miles of the Great River Road.

Fall will again include the “Drive the Great River Road” campaign. The past two years incorporated photo contests as a means of collecting user-generated content.