

MARKETING REPORT

Commission Meeting 6/3

Noel Restnick-Chair

Members- Marita Dorenbecher, Ronda Schaer

AS&S Pre Event

- Continual Radio Adds on KVYN & radio – Sam
- Continual YA newsletter and media postings- Sam
- Media postings posted by Marketplace Magazine- Sam
- Chamber newsletter postings- Noel
- 5/6 ? Napa Register article with interviews of AS&S artists- Ronda
- 5/12 Press Democrat print advertising – Sam
- 5/13 KTVU, Channel 2 5-minute interview with anchor Heather Holmes - Marita
- 5/13 Paul Franson, Napa Life newsletter front page editorial- Ronda
- 5/13- 5/17 KTVU continued to replay the interview and make announcements during their broadcasts - Marita
- 5/17 Napa Valley Features full newsletter article written by Rose Marie Kempton- Ronda
- 5/17 KVYN Radio spot by Mark Ibanez – Marita
- 5/17 KTVU promotional spots begin during the weather segments- Marita
- 5/18 KTVU Meteorologist Roberta Gonsalves promotional spots all morning- Marita
- 5/18 KTVU New Anchor attends Art, Sip & Stroll- Marita

AS&S – Post Event- Noel

- Chris Cammarata- Feature story in 65°/57° Summer Issue/July
- 65°/57° ‘Scene Around’ AS&S Story/Photos in Summer edition
- Napa Valley Life - AS&S Photos - Front of magazine in Summer edition

Gallery- Noel

- *Youth Art Show* Pitched article for 65°/57° Fall edition
- Filming for 2025 promo at Pride Gallery Show on 6/17

Art Walk- Noel

- SHOP the Yountville Art Walk – Story in 65°/57° Summer edition
- Guided Art Walk Tours continue to book into the Summer