



**NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY  
("V&T Railway Commission")  
Agenda Report**

**Date Submitted:** 2/22/2024

**Meeting Date Requested:** 2/28/2024

**Time Requested:** 10 Minutes

**To:** NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY Commissioners

**From:** David Peterson

**Subject Title:** Discussion and possible action regarding a proposed marketing and social media management plan through Fiscal Year 2024. – **David Peterson** (admin@vtrailway.com)

**Staff Summary:** *At the February 16, 2024 Special Workshop, Melissa Deitz of Deitz Media and Regina Flores of Aumada Marketing were directed to prepare a proposed marketing and social media management plan through June 30, 2024 for the V & T Commission's approval.*

**Type of Action Requested:**

(\_\_\_\_) Resolution

(\_\_\_\_) Ordinance

(\_XX\_) Formal Action/Motion

(\_\_\_) Other (Specify) Presentation Only

**Recommended Board Action:** I move to approve the proposed plan as presented.

**Applicable Statute, Code, Policy, Rule or Regulation:**

**Fiscal Impact:**

**Explanation of Impact:**

**Funding Source:**

**Supporting Material/Attachments:** 20240228 VT Item 9 Aumada Marketing Spring 2024 Plan;  
20240228 VT Item 9 Dietz Media Spring 2024 Plan

**Prepared By:** Cheryl Bailey, Executive Assistant

**AUMADA MARKETING**  
**SPRING 2024 MARKETING PLAN**

Channel	Date	Activity	Messaging	Spend	Notes
Press Release	3/15/24	Distribute press release to local and regional media	Tickets for the first train rides of the year are now on sale. Opening date Mothers Day	N/A	
Newsletter	3/15/24	Distribute newsletter to all subscribers – Mailchimp	Tickets for the first train rides of the year are now on sale. Opening date Mothers Day	N/A	
Social Media	3/15/24	Post announcement on social media – main post and 5	Tickets for the first train rides of the year are now on sale. Opening date Mothers Day	TBD	Distribution date in alignment with outdoor marketing signs.
Press Release	4/28/24	Distribute press release to local and regional media	We are two weeks away from first train ride of the season – secure tickets now.	N/A	Distribution date in alignment with outdoor marketing signs.
Newsletter	4/28/24	Distribute newsletter to all subscribers – Mailchimp	We are two weeks away from first train ride of the season – secure tickets now.	N/A	Distribution date in alignment with outdoor marketing signs.
Social Media	4/28/24	Post reminder on social media – main post and story	We are two weeks away from first train ride of the season – secure tickets now.	TBD	Digital banner to run for two weeks. Regina and Melissa are comparing prices for the creative.
Digital Banner	4/30/24	Upload digital banner to Carson Now	Secure tickets for the first train ride of the year on Mother's Day	TBD	
Social Media	5/2/24	Post Reel video on social media	Experience the magic of the beauty of Northern Nevada this Mother's Day – tickets are at TBD	N/A	
Media Pitch	5/5/24	Distribute pitch to local and regional media	We are one week away from the first train ride of the season – secure tickets today.	N/A	
Newsletter	5/5/24	Distribute newsletter to all subscribers – Mailchimp	We are one week away from the first train ride of the season – secure tickets today.	N/A	
Social Media	5/6/24	Post reminder on social media – main post and story	Treat mom to a special day with the V&T Railway – secure tickets today.	TBD	
Social Media	5/6/24	Post reminder on social media – main post and story	The countdown begins – we are 3 days away – secure tickets.	N/A	
Social Media	5/10/24	Post reminder on social media – main post and story	The countdown begins – we are 2 days away – secure tickets.	N/A	
Social Media	5/11/24	Post reminder on social media – main post and story	Tomorrow is the day – last chance to secure tickets.	N/A	
Social Media	5/12/24	Post live photos and videos to story	Happy Mothers Day and thank you for joining us today.	N/A	

V&T Railway  
Spring 2024  
MEDIA PLAN DRAFT 2.22.24

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