

AGM Marketing Directors Report

Hello GVTA community!

As both a passionate hiker and experienced marketer, I'm thrilled to continue combining two of my greatest interests in support of the GVTA. This role allows me to contribute to something I truly care about — helping more people discover and enjoy the Grand Valley Trail.

Just a reminder of who I am, I have six years of experience in marketing and communications across industries like technology, government programs, real estate, and sportswear, I bring a broad perspective and a results-driven approach to outreach and engagement. I'm also a proud lifelong resident of the Waterloo Region, a graduate of the University of Waterloo's ARBUS program, and currently working in the local tech sector.

2025–2026 Marketing and Web Priorities

This year, our focus will be on growth, engagement, and digital evolution:

- **Boost Membership and Volunteer Numbers**
Promote the value of membership and create compelling calls to action for new volunteers.
- **Strengthen Member Engagement Online**
Use email, social media, and new tools to better connect with and celebrate our community.
- **Keep the Website Fresh and Updated**
Ensure content is current, user-friendly, and aligned with the evolving needs of the GVTA.
- **Recruit Marketing Volunteers**
Build a small but mighty team to help deliver regular newsletters and improved member communications.
- **Promote Board Opportunities**
Advertise open board positions and encourage diverse participation in leadership roles.
- **Explore Website & Membership Integration**
Investigate a platform migration to bring the website and membership management into a single, streamlined system.

As of this year, I've also taken on the role of **Webmaster**. If you have any web-related requests, updates, or feedback, please don't hesitate to reach out at **marketing@gvta.on.ca**. I'm happy to help ensure the GVTA website continues to serve our members and visitors well.

Looking forward to another year of visibility, connection, and growth for the GVTA!