

Marketing Committee
Amador Wine Heritage District and Visit Amador
Agenda
February 5, 2025 | 9:00 AM

1. Call to Order
2. Establish Committee Members
3. Establish Voting Parameters
4. Amador Wine Logo
 - a. Review logos
5. Create Tagline for Amador Wine
6. Monthly marketing calendar
7. Advertising Update
 - a. Sac Airport
 - b. Fox 40
8. BATS - Bay Area Travel Show
 - a. March 14-15
 - b. Santa Clara Convention Center
9. Marketing strategy and assessment growth
10. New Business
11. Public Comment
12. Meeting Adjourned