

Draft Meeting Minute

Amador County Wine Heritage District - Marketing Committee

9313 Pacific St, Plymouth, CA 95669

February 5, 2025

CALL TO ORDER

- Meeting was called to order at 9:10AM by Kathleen Mahan.

ESTABLISH COMMITTEE MEMBERS

- Chair Kathleen Mahan, Matt Zaldivar, Bailey Lubenko-Love, Daisy D'Agostini, Lorenzo Muslia, Spencer Jones, Anamieke Kegge, Candyce Rodrick, and Allison Caruso.

ESTABLISH VOTING PARAMETERS

- Four members will create a quorum for the committee.

ESTABLISHMENT OF QUORUM

Present: Chair Kathleen Mahan, Matt Zaldivar, Bailey Lubenko-Love, Candyce Rodrick, Anamieke Kegge, and Allison Caruso via zoom.

- Absent: Daisy D'Agostini, Lorenzo Muslia, and Spencer Jones
- A quorum was established

ONGOING BUSINESS

- Logo - we will use AI and send to Crystal for additional help - tabled until next meeting
- Bailey Lubenko-Love made a motion to use "Catch the Rush" as one of the Amador Wine Country taglines.
 - Seconded by Matt Zaldivar
 - The vote was unanimous.
 - Motion approved
- Reviewed monthly marketing calendar

ADVERTISING UPDATE

- Sac Airport - BCD Ad will be live on March 1st

BATS - BAY AREA TRAVEL SHOW

- March 14-15

- Santa Clara Convention Center over 6K attendees- let Kathleen and Nicole know if you are able to help with the booth on Saturday or Sunday.

MARKETING STRATEGY

A marketing strategy and how to assess growth will be created and presented at the next meeting.

NEW BUSINESS

- Matt Zaldivar offered to go to VinoVollo at the Sacramento Airport to see if they will carry/ market Amador Wines.
- Shannon offered to reach out to ABC 13 to see if they would feature Amador Wine Country.

PUBLIC COMMENT

n/a

ADJOURNMENT

Motion to adjourn made by Matt Zaldivar

- Second by Kathleen Mahan
- Meeting adjourned at 10:20AM