

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

Call to order

2. Establishment of quorum
3. Conflict of interest disclosure
4. Motion to approve February meeting minutes

Notice to Public: Public comment will be heard as noted on the agenda. In the interest of facilitating the meeting, a two (2) minute time limit applies to the Public Comment speakers. Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with disability, as required by law. Any such request must be made in writing to Megan Van Hook - Interim Executive Director at Megan@AmadorWine.com. Persons needing disability-related modifications or accommodations to participate in the public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the office of Megan Van Hook - Interim Executive Director at 209-245-6992 at least 48 hours prior to the meeting.

5. Board approved "Catch the Rush" as one of Amador Wine Country's tag lines.
6. Amador Wine Logo Update
7. Review 30 Second Spot
8. Monthly marketing calendar
9. Advertising Update
  - A. Fox 40
  - B. Facebook
  - C. Instagram
  - D. Website
  - E. Sacramento Airport
10. Sacramento Airport Schedule
11. BATS - Bay Area Travel Show
  - a. March 14-15
  - b. Santa Clara Convention Center
12. Review Marketing Strategy
13. New Business
  - A. How do we market Amador as the oldest operating wine country? (Shenandoah book)
14. Public Comment
15. Meeting Adjourned