

## **Draft Meeting Minutes**

Amador County Wine Heritage District - Marketing Committee

9313 Pacific St, Plymouth, CA 95669

March 5, 2025

### **CALL TO ORDER**

- Meeting was called to order at 9:04AM by Kathleen Mahan.

### **MEETING ATTENDEES**

In Person: Kathleen Mahan, Matt Zaldivar, Bailey Lubenko-Love, Daisy D'Agostini, Candyce Rodrick, Spencer Jones, Jeff Runquist, Megan Van Hook, Lorenzo Muslia, and Shannon Landis.

Zoom: Anamieke Kegge, Desa Donahue, Allison Caruso, Nicole Shebl, Lucy Hackett, Jake Hoyt, and Tracey Berkner.

### **ESTABLISHMENT OF QUORUM**

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

- Absent: n/a
- A quorum was established

### **MEETING MINUTES**

- Motion by Daisy D'Agostini to approve February meeting minutes with the revision of committee members. Remove Shannon Landis and add Lorenzo Muslia, Spencer Jones, and Anamieke Kegge
  - Motions was second by Candyce Rodrick.
  - The vote was unanimous.
  - Motion approved

### **ONGOING BUSINESS**

- The Board of Directors approved "Catch the Rush" as one of the taglines for Amador Wine Country. Once we have a logo we can use this tag line and also create other taglines to target specific markets.

- Logo Update - A premium package was purchased with Fiverr and we are waiting for the designer to give us 4 Initial concepts with a high-resolution file, Source file, Vector Ai editable file, Social media kit, Stationery designs and Unlimited revisions.
- Reviewed 30 second spot produced by Fox40. Amador's spot will need to have the logo added. Ask Fox40 if we are able to update the script to change Amador Wine Country's portion to have a different tagline than Visit Amador without additional charges and additional time to produce the spot.
- Monthly Marketing Calendar for March was discussed - Upcoming months make the calendar more Amador specific education instead of wine generic.
  - Email wineries monthly asking for engagement on the topics.
- Sacramento Airport Advertisement for Barbera Festival
  - Use 3 photos for 3 sec frames
  - More wine education photos
  - Ask wineries to share photos for more content
  - Tagline "Sacramento's Wine Country"
  - Warm, welcome, friendly, intimate, close by - mediterranean food and wine - join our family
  - Nicole will work on the content and an email will go out to the group this week for approval so that the advertisement can be submitted to the Airport as soon as possible.

## ADVERTISING UPDATE

- Facebook: 97,449 views | 7,203 followers | 458 engagements
- Instagram: 36,169 impressions | 17,704 accounts reached | 3685 followers
- Website: Total Page Views last 30 days - 278,599
- Top day - Friday 16% . Thursday 15% - Saturday 14%
- Sacramento Airport - January 2025 - SMF Arrivals: 454,795 –  
*Does not include airport workers and others that would be exposed to your ad since it is displayed prior to security.*

## BATS - BAY AREA TRAVEL SHOW

- March 14-15 at the Santa Clara Convention Center - We are looking for volunteers to help on Sunday. If you would like to drop off Swag, please drop it off to the office by Wednesday, March 9, 2025.

## MARKETING STRATEGY

- Reviewed Marketing Strategy & Measuring Performance
  - Include goals for **MEASUREMENT & KEY PERFORMANCE INDICATORS**
- Website Traffic & SEO Performance (Google Analytics)
- Social Media Engagement & Growth (Follower count, interactions)

- Ad Campaign ROI (Click-through rate, conversions)
- Event Attendance & Ticket Sales
- Winery Foot Traffic & Quarterly Wine Heritage Assessment Reports
- At the next meeting we will review stats from the 2024 all member AVA meeting.

## **NEW BUSINESS**

- Lorenzo will create a sub committee to review Amador Wineries and place them in sub groups based on varietals/sparkling. Anamieke Kegge and Matt Zaldivar will join.
- Ask the Education Committee to work on an Educational piece on “How do we market Amador as the oldest operating wine country?” (Shenandoah book)
- All committee members have homework - come up with 3 new taglines for Amador Wine Country and bring them to the next meeting.

## **PUBLIC COMMENT**

- n/a

## **ADJOURNMENT**

Motion to adjourn made by Daisy D'Agostini

- Second by Candyce Rodrick
- Meeting adjourned at 10:30AM