

Marketing Committee
Amador Wine Heritage District and Visit Amador
Agenda
April 2, 2025 | 9:00 AM

9:00AM - 9:05AM

1. Call to order
2. Establishment of quorum
3. Conflict of interest disclosure
4. Motion to approve March 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.

9:05AM - 9:25AM

5. Amador Wine Logo

9:25AM - 9:35AM

6. Monthly marketing calendar
 - Lorenzo to present

9:35AM - 9:50AM

7. Advertising Update
 - A. Fox 40
 - B. Facebook/ Instagram
 - C. Website
 - E. Sacramento Airport
8. Review current marketing campaigns
 - Social Media
 - SEM
 - Audio Streaming
 - Sacramento Airport
 - YouTube
 - Fox40/Studio Live/Broadcast
 - CTV/OTT
 - Guide Maps

9:50AM - 10:10AM

9. Review Marketing Strategy

- Approve strategy
- Create marketing goals

10:10AM - 10:20AM

10. New Business

- Each member will present three taglines to the committee.

10:20AM - 10:30AM

11. Public Comment

12. Meeting Adjourned