

Marketing Committee
Amador Wine Heritage District and Visit Amador
Agenda
May 7, 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 April 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. Survey and Marketing Request from the Board

9:35AM - 9:50AM

7. Amador Wine Brand
 - A. Logo and site Colors Review
 - B. Logo selected by board
 - C. Who is our target demo/audience

8. ROI vs. Brand Awareness

- Social Media
- SEM
- Audio Streaming
- Sacramento Airport
- YouTube
- Fox40/Studio Live/Broadcast
- CTV/OTT
- Guide Maps

10:10AM - 10:20AM

10. New Business

10:20AM - 10:30AM

11. Public Comment

12. Meeting Adjourned