

Special Board of Directors Meeting

Amador Wine Heritage District

Agenda

June 4, 2025 | 9:00AM

1. Call to order
2. Establishment of quorum
3. Conflict of interest disclosure

4.. Review of Allocated Budget

- Overview of current marketing spend, remaining funds, and upcoming obligations

5. Branding & PR Partner (Discussion)

- Should we hire a single firm for both branding and PR, or split responsibilities?
- Discuss scope, structure, and whether this should be one or two partnerships
- Begin reviewing portfolios and identifying potential vendors
- Consider forming a Subcommittee for Vendor/Contractor Vetting to handle bids and bring back recommendations

6. Final Marketing Deliverables Before Brand Transition

- Status on Fox40 and other pending items that need to be wrapped before rebranding

7. ROI Tracking Standards

- Proposal to create a simple, consistent format for monthly campaign performance reporting

8. Survey Review

- Go over the current draft, provide feedback, and align on launch timing

<https://docs.google.com/forms/d/e/1FAIpQLSezdWfPrcWd1UgPPO5RcixkW5op486lvL6HI32S3M38RT2XQA/viewform?usp=header>

9. Storytelling Initiative

- Proposal to collaborate with Alex Evans on a heritage storytelling project
- Open discussion on whether this lives best under Marketing or Education

10. Event PR/Marketing Opportunities

- Wine on the Wild Side @ Sacramento Zoo
- Old Vine Conference with ZAP

11. Summit Preparation

- Go over expectations for Summit, discussion; concerns and questions

12. Support for Megan

- Open conversation on how the committee can lighten the load or provide backup as we transition marketing leadership

13. Public Comment

14. Meeting Adjourned

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.