

Events Committee  
Amador Wine Heritage District  
Agenda  
July 2, 2025 | 10:30 AM

1. Call to order
2. Establishment of quorum
3. Conflict of interest disclosure
4. Motion to approve June meeting minutes
5. Public Comment

Discussion

- A. Barbera Festival Update
  - Status report on ticket sales
  - Discussion: Should we delay Big Crush 2025 ticket launch?
- B. Vision Meeting for 2026 Events
  - Schedule long-range planning session
  - Propose formation of a 2026 Visionary Subcommittee to work between meetings and begin developing concepts

New Event Concepts for Discussion

- A. Develop a marketing plan and small-scale events for specific subregions (Fiddletown, Ridge Rd., Lone, Sutter Creek/Amador City)
- B. Rethink A4F as a regionally driven dinner series with a strong focus on live-fire cooking and immersive experiences
- C. Organize pourings at 55+ communities and country clubs to expand reach and visibility
- D. Create custom follow-up itineraries for visitors to encourage return visits
- E. Explore “Amador Après”: winter pouring events post-ski at Kirkwood, Heavenly, night tubing spots, boutique hotels and ski lodges etc.

6. Vision Meeting for 2026 Events

- Schedule long-range planning session
- Propose formation of a 2026 Visionary Subcommittee to work between meetings and develop early concepts

7. New Business

8. Meeting Adjourn

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](mailto: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.