

**Marketing Meeting**  
Amador Wine Heritage District  
Agenda  
July 2, 2025 | 9:00AM

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

Discussion Topics

A. Final Marketing Deliverables Before Brand Transition

- Wrap-up status: Fox40 & other pending legacy campaigns
- Timeline for completion

B. Event PR & Marketing Opportunities

- Leveraging national wine PR outlets
- Highlighting distributed wines and where to find them
- Using the Amador Wine office as an “entry point” to the region

C. Post-Summit Follow-Up & Goals Implementation

- Recap of summit takeaways
- Revisit the 2021 Marketing Strategy: what to keep, what to scrap
- Proposal: Monthly winery survey (visitation, region, referrals) or adoption of Community

Benchmark

- Idea: Weekly shared check-in system for participating wineries
- Directional brand challenge: “We know who we are, but don’t know how to say it”

D. Budget Discussion

- Overview of current spend
- Planning for upcoming investments: brand guide, vendor selection, campaign strategy

E. Brand Guide Development & Vendor Presentation

- Setting expectations for design consistency and messaging
- Committee feedback on tone, visuals, and regional representation
- Vendor Vetting Committee presentation

F. Board Perspective & Summit Recap

- Board-level summary and takeaways
- Aligning committee next steps with Board direction

G. Barbera Festival

- Determine whether to review current initiatives

6. New Business

7. 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](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.