

Amador Wine Heritage District
Marketing Committee Agenda
Tuesday, June 17, 2025 9:00AM

- Call to Order
- Conflict of interest disclosure
- Public Comment
- Welcome

Purpose for the day

Lay a foundation for the creation of a marketing plan for ACWHD. Provide a forum where members of the board of directors and the marketing committee can express their thoughts on marketing Amador Wine Country. Equally important to having the chance to express your perspectives is the opportunity to listen to your fellow members. Perhaps discovering similar thoughts and ideas amongst your colleagues may lead to the formation of alliances and work groups that can take on and explore projects.

Five-minute presentations

Each member of the Board and Marketing Committee will have an opportunity to present their take on the marketing of Amador Wine Country. This is your chance to share your thoughts and visions for our marketing efforts. I know that public speaking is about as popular as a root canal so if you wish to write down your thoughts we can plan for them to be read aloud. Please don't shy away from this. Take some time and give this some thought.

- Survey Results.

Results of the marketing survey will be presented. The priorities for focus, messages, messengers and metrics will be revealed. Discussion of results.

- Two-minute follow ups

After revealing the survey results and having listened to your fellow members there will be an opportunity to make a brief response. This is a chance to verbalize that thought that was jarred loose by someone else's presentation. Don't let it go unsaid.

- 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. 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