

## **Education Committee**

### **Meeting Minute**

Amador County Wine Heritage District - Education Committee

9313 Pacific St, Plymouth, CA 95669

Tuesday May 27, 2025 1:00pm

1. Call to Order 1:05pm
2. Conflict of interest disclosure
  - a. None presented
3. Establish committee members
  - a. Chair: Scott Harvey
  - b. Vice Chair: Daisy D'Agostini
  - c. Secretary: Matt Zaldivar
  - d. Committee member: Lorenzo Muslia
4. Establishment of quorum
  - a. In attendance: Scott Harvey, Matt Zaldivar, Daisy D'Agostini, Lorenzo Muslia
5. Review Education Committee Description
  - a. Per the bylaws: The Education Committee is responsible for developing and managing programs that promote education and professional growth within the wine industry. This includes organizing workshops, seminars, and training sessions, providing resources on best practices, compliance, and sustainability. The committee ensures all initiatives align with the ACWHD mission and strategic goals to enhance knowledge and Innovation within Amador County.
  - b. Committee desired to write a mission statement for the group in addition to the description and is as follows:
6. AAC
  - a. Board of Directors requested that the Amador Appellation Control project be moved to an ad hock committee, as there are not current funds allocated. Ad hock committee will be responsible for lobbying any sanctioned committee to use their funds to take on this project.
  - b. In the meantime, Scott and Lorenzo will organize a workshop open to all members to cast vision and lay groundwork for interest and next steps.  
Meeting/Workshop was named Image Building

## 7. Key Elements to teach staff

- a. History of Amador
- b. Uniqueness of Appellation - Distinctive Characteristics
  - i. Elevation, farming, varietals, terroir
- c. New vs. old world - “our why”
- d. Hospitality
  - i. Service & sales tactics
  - ii. Above & beyond hospitality
- e. Technical Wine Knowledge
  - i. Hosted tastings with staff, emphasis on terminology and fundamentals.
- f. Other discussion notes and ideas:
  - i. Offer classes and ACWHD “training” to create service standards for staff county wide.
    - 1. Create evergreen content from seminars, videos, classes, etc.
  - ii. Host industry and county-wide tastings
    - 1. Idea taken from Ann Kraemer and her blind tasting model
    - 2. Content flows out of this in the form of trade newsletters and trade or public blog content

## 8. Content for brand book

- a. Group agreed to refer to and review timeline and then write or interview content from there. No action items assigned at this time.
- b. Next steps were to create a template to be used for research and data collection.
  - i. Interview Questions
    - 1. Why Amador County?
    - 2. Why did you commit your life to \_\_\_\_\_? (farming, winemaking, Amador, etc.)
    - 3. Where are we going?
      - a. Culture, community, and/or industry
    - 4. Why should people drink our wines?
  - ii. Data to collect in interviews
    - 1. Opening year
    - 2. Varietals grown
    - 3. Flagship wine

9. Discuss educational content to create to share with Marketing Committee
  - a. Group discussed history to share after the stories have been collected.
  - b. Everyone agreed to circle back after the ACWHD Marketing Summit and see where we could offer support.
10. New Business - None
11. Public Comment - None
12. Meeting Adjournment 2:30