

Events Committee

Meeting Minutes

Amador County Wine Heritage District - Events Committee

9313 Pacific St, Plymouth, CA 95669

Wednesday June 4th, 2025 11:00am

1. Call to Order 10:30am
2. Conflict of interest disclosure
 - a. None presented
3. Establish committee members
 - a. Chair: Matt Zaldivar
 - b. Vice Chair: Daisy D'Agostini
 - c. Secretary: Anamieke Keig
4. Establishment of Quorum

In attendance: Matt Zaldivar, Daisy D'Agostini , Annameike Keig (zoom),
Jeff Runquist , Spencer Jones, Kathleen Mahan.
5. Motion to approve may meeting minutes
 - a. Minutes were not provided. Tabled for next meeting
6. Big Crush
 - a. Megan Van Hook requested final direction on structure: reservation-based or open format.
 - b. Feedback from previous years indicated wineries preferred reservations for predictability and quality service, while some customers preferred open format.
 - c. Committee agreed that reservations offer better planning, customer service, and overall winery experience.
 - d. Megan will field any upset customers calls and explain experience.
7. Events Vision Meeting
 - a. Committee agreed to schedule a second visionary planning session to follow up on January 8 session.
 - b. Purpose: long-range planning for reinventing Big Crush and other events.
 - c. A subcommittee will be formed later.
 - d. Vision Planning Meeting scheduled for Thursday, August 21, 2025 at 10:00 AM.
8. Event Survey Review
 - a. Noted issues included:
 - i. Check-in bottlenecks, especially for VIPs.

- ii. VIP bags not easily accessible at check-in.
- iii. Inconsistencies in communication.
- iv. Desire for more exclusive wine offerings and additional winery sponsors.
- v. Slight confusion around new parking setup, although final experience was better.

b. Suggested improvements:

- i. Better crowd control (e.g., bullpen area at check-in).
- ii. Consideration for outdoor expansion if weather permits.
- iii. Limit VIP ticket sales due to space constraints.
- iv. Relocate VIP bag distribution to check-in.
- v. Ensure adequate sparkling wine pour quantities.

c. Overall General Admission feed back was positive, VIP was negative

9. Volunteer Report

- a. Review Mary Rose's report. We did not have on hand at meeting. Megan will reach out to her for it. Tabled for next meeting.

10. Marketing Promo Needs

- a. Most marketing support was covered in previous marketing committee meeting.
- b. Winery sponsorships are still needed for Barbera Festival

11. New business - none

12. Public comment- none

13. Adjourn: 11:10