

Marketing Committee

Meeting Minutes

Amador County Wine Heritage District - Marketing Committee

9313 Pacific St, Plymouth, CA 95669

Wednesday June 4th, 2025 10:00am

1. Call to Order 9:02am
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 , Megan Foley (zoom), Spencer Jones, Kathleen Mahan.
5. Motion to approve may meeting minutes
 - a. Minutes were not provided. Tabled for next meeting
6. Budget Review
 - a. Megan presented updated budget breakdown.
 - b. Noted Fox40 and airport campaigns in partnership with ACT did not run as expected, resulting in unused funds and credits.
 - c. Recommendation to focus on SEM, Google Ads, Facebook/Instagram for measurable ROI.
 - d. \$3,530 credit with Fox40 to be used for Barbera Festival ads.
 - e. Clarified Fox40 is now month-to-month; Airport contract ends June.
 - f. Committee agreed not to renew airport contract for now and offer unused time to ACT.
 - g. Committee agree unanimously that we need to be spending money on efforts that we can measure.
7. Branding & PR Partner
 - a. Explored whether to hire a single agency or split branding and PR.
 - b. General agreement to form a **Vendor Vetting Subcommittee**.
 - c. Volunteers: Megan, Daisy, and others to help identify agencies (Genius, KAPU, etc.).

- d. Subcommittee will research agencies and propose options post-summit.
- 8. Final Marketing Deliverables
 - a. ACWHD will offer ACT the rest of our airport contract
 - b. Fox40 credit will be used to create and run Barbera Festival ads.
 - c. Marketing through end of month
 - i. Vetting Subcommittee will meet with Genius and decide if we move forward with them on a 2 month basis.
- 9. ROI Tracking Standards
 - a. Proposal to develop consistent monthly reporting format.
 - b. Post-summit item: re-evaluate marketing strategy with aligned tracking metrics.
 - c. Discussion on what metrics matter most (e.g., website visits, ticket sales, map downloads).
- 10. Survey Review
 - a. Tabled for after Summit
- 11. Storytelling initiatives
 - a. Proposal to hire Alex Evans for heritage storytelling work.
 - b. Committee agreed this initiative fits best under Education Committee.
 - c. Megan Foley to provide contact; education committee to vet and potentially onboard her.
- 12. Event PR/Marketing Opportunities
 - a. Discussed potential partnerships with:
 - i. Sacramento Zoo's Wine on the Wild Side
 - ii. ZAP's Old Vine Conference (trade-focused, possibly premature because international trade)
 - iii. Railroad Museum
 - iv. Music Circus
 - b. Committee asked Megan Van Hook to create a "wishlist" to distribute for outreach
 - c. Committee is supportive of forming an outreach sub committee
 - i. Matt is willing to participate
 - ii. Committee recommended that we ask Lorenzo to participate
- 13. Summit Prep
 - a. Jeff reviewed structure and intent:
 - i. Board + Marketing Committee joint session

- ii. Survey results review, individual feedback round, and shared goal alignment
- iii. Priorities: identify messaging, messengers, and metrics

b. Expectations

- i. Each person will have 5 minutes to speak on their ideas, recommendations, etc.

14. Support for Megan

- a. Subcommittees (vendor vetting, outreach) formed to ease execution burden.
- b. Interest in systematizing support through task-sharing and documentation.

15. Public Comment

- a. Anamieke shared CA State Fair booth updates and request for volunteer participation.

16. Adjournment 10:30am