

Marketing Committee Agenda
Amador County Heritage District
9313 Pacific Street, Plymouth, CA 95669
Wednesday, December 3, 2025

1. Establishment of quorum
2. Conflict of interest disclosure
3. Motion to approve October meeting minutes
4. Housekeeping
5. Public comment
6. Review Survey Numbers
 - a. Summary of results
7. Monthly Deliverables Update
8. Discussion Items
 - A. Upcoming Campaigns
 - Two remaining campaigns for January
 - Messaging, creative direction, and target audiences
 - B. MKW Creative Deliverables
 - C. Strategic Plan – 2026
 - December 2025 Planning
 - 2026 Execution Framework
 - Priorities, goals, and required resources
 - D. Finance Review
 - Marketing budget review as a committee
9. New Business
10. Adjournment