

Marketing Committee Agenda
Amador County Heritage District
9313 Pacific Street, Plymouth, CA 95669
Tuesday, January 27, 2026 | 9:00AM

1. Call to order
2. Establishment of quorum
3. Conflict of interest disclosure
4. Introductions new committee members
5. Motion to approve December meeting minutes
6. Public comment - *Two (2) minute time limit applies to the Public Comment speakers.*
7. Recap Social Media Stats from December
8. Recap Annual Member Meeting
9. MKW Marketing Co. Review Monthly Marketing & Social Media Strategy
 - 2026 Brand & Marketing Strategy
 - Event Campaign Strategy for Q1
 - Monthly Social Media Strategy & Direction for Social Media Team Across Accounts & Platforms
 - Review Final Content from Social Media Team for Brand Cohesiveness & Strategy
10. MKW Marketing Co. Amador Four Fires Rebranding
 - Review survey results
 - Feedback
11. Select Marketing Streams
12. Select Marketing Priorities for MKW Marketing Co:
 - Poster, Rackcard, Brochure, Handouts. Up to 20 pages
 - Two Email Templates
 - Two Ad Designs
 - Replace Billboard with another option
13. New Business
14. Adjournment

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 - 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 - Executive Director at 209-245-6992 at least 48 hours prior to the meeting.