

Marketing Committee

Meeting Minutes

Amador County Wine Heritage District - Education Committee

9313 Pacific St, Plymouth, CA 95669

Tuesday December 30, 2025 9:00am

1. Call to Order: 9:11 AM
2. Establishment of Quorum:
 - a. Matt Zaldivar (via Zoom)
 - b. Megan Foley (via Zoom)
 - c. Spencer Jones
 - d. Daisy D'Agostini
 - e. Public: Malind Pansare
3. Conflict of Interest: None
4. Approve December 2 & December 9 Minutes:
 - a. Tabled to January meeting
5. Public Comment: None
6. Annual Member Meeting – Status Follow Up:
 - a. Megan VH walked through Scott Harvey tasting room for event setup
 - b. Brand Book is completed
 - c. Stickers are on their way
 - d. Coroplast boards are printed and received
 - e. Hats are nearing completion
 - f. Temporary vinyl office sign pending final design edit ("Welcome to" to be added by Michelle)
 - g. Website design scheduled to begin on the 8th
 - h. Dream Team ready to transfer social profile photos, headers, and assets
7. 2026 Brand Launch & Marketing Strategy Review:
 - a. Demographic information completed by Jeanine (currently on vacation)
 - b. Discussion on content strategy
 - i. Proposal for quarterly content requests from member wineries
 - ii. Spencer suggested hiring a professional photographer

- a. Purpose is to build an Amador Wine Country content/media bank
 - b. Not intended to create content for individual wineries
- 8. Exterior Signage & Landscaping Follow Up:
 - a. Quotes pending and expected after the New Year
- 9. New Business:
 - a. Spencer – Requested review of ROI measurement for video content, specifically Genius
 - i. Suggested simplifying current social media reporting
 - ii. Discussion on current efforts vs. current spend
 - iii. Exploration of influencer marketing opportunities
 - b. Megan Foley– Suggested a call to action at the Annual Member Meeting
 - i. Update member contact information
 - ii. Identify which month wineries can commit to participating in content
 - c. Matt – Requested review of current videographer and creative partners
 - i. Goal of ensuring cohesion and satisfaction with content
 - d. Spencer – Website improvement discussion
 - i. Need to improve structure and navigation
 - ii. Review other wine regions for managing high winery volume
 - iii. Malind noted website is non-responsive on iPhone (wineries and events tabs)
 - iv. Add storytelling to website and landing pages
 - e. Spencer – Acorn Ridge partnership discussion
 - i. Megan VH confirmed outreach to Sara Deutschky
 - f. Matt – Wine Marketing Counsel
 - i. Recommendation to join organization
 - ii. Tabled to Education Committee
 - iii. Direction given to Megan to purchase 2026 membership
- 10. Adjourn: 10:03 AM
 - a. Spencer Motions
 - b. Daisy 2nd
 - c. Unanimous