

## **Events Committee - Draft Meeting Minutes**

Amador County Heritage District  
9313 Pacific Street, Plymouth, CA 95669  
January 13, 2026

### **CALL TO ORDER**

The meeting was called to order at 9:05AM by Jess Havill.

### **ESTABLISHMENT OF QUORUM**

Present: Anamiekie Keege, Spencer Jones, Megan Foley, Milind Pansare, and Jess Havill.

- Absent: n/a
- A quorum was established

### **CONFLICT OF INTEREST DISCLOSURE**

- No conflict of interest stated

Spencer Jones made a motion to approve December 3, 2025 meeting minutes

- Second by Milind Pansare
- The vote was unanimous
- Motion approved
- Tabled approval meeting minutes for December 9th until next meeting
- Appointment confirmation of Jess Havill - Chair, Anamiekie Keege - Co Chair and Spencer Jones- Secretary .
- Events Committee establishment and discussion of committee goals, objectives and operational guidelines for 2026.

## **Four Fires Festival Update**

### **Ticket Sales & Revenue**

- **Total Tickets Sold to Date:** 88
  - General Admission: 25
  - VIP: 62
  - Designated Driver: 1
- **Revenue Status:** \$10.5K

### **Catering & Menu Development**

- **Caterer:** Open Flame
- **Theme/Concept:** Food specific to the represented regions.

- **Menu Items:**
  - **Spain:** Paella (Note: Ensure this is regionally specific to Amador County heritage, or find an alternative.)
- **Food Vendor Outreach:** Continue to find food options specific to the heritage regions. Potential partners include:
  - Italian B Society
  - Cattle Women

## Beverage Sales

- **Wine Sales:** Implement a system where one wine is featured from each regional winery, and sponsors are permitted to sell all featured wines.
- **Action Item:** Jess Havill to send the current list of wines for wineries to sign up by region.

## Sponsorships

- **Potential Local Sponsors:** Local meat shops, Up Country Farms, Farms of Amador, Swingles.
- **Sponsor Activation:** Explore interactive presentation opportunities for sponsors.
- **Action Item:** Megan to email Jess and Megan F the updated Sponsor Packet.

## Guest Experience & Marketing

- **Passport/Contest:** Develop a guest "passport" featuring a QR code and a few print-outs. This will include:
  - A list of wines and where to find them.
  - The complete menu ("Where's the food?").
  - The QR code will link to a contest submission form to encourage visits to sponsor/regional tables.
- **Event Flow & Regions:** Review event flows and regional layout. Check out the "Heritage Fires Tour" concept for integration.
- **Presentation Review:** Send presentation to the group for launch after meeting with MKW.
- **Marketing Timeline:** Marketing efforts must begin immediately, regardless of the status of MKW's marketing spot.
- **Committee Review:** All members are required to read and review the entire Four Fires Festival plan.
- Megan will be meeting with Nicki from Event's by Nicki on Thursday at noon to walk the FairGrounds to review Four Fires layout.

## Behind the Cellar Door Update

**Ticket Sales & Status:** As of today 82 tickets sold compared to last year 191 a difference of 109. With a revenue of 7.5K

### Ticket Breakdown:

- Full Weekend Passes: 75
- Sunday Only Tickets: 4
- Full Weekend Designated Driver (DD): 3

## Pricing Strategy and Adjustments

Ticket Type	Price (Original/Proposed)	Notes
Full Weekend Pass	\$85 (Revised: \$130 package)	<b>Savings:</b> \$45 when purchasing the full weekend pass package.
Saturday Only Ticket	\$70	Limited quantity available.
Sunday Only Ticket	\$60	Unlimited quantity available.

## Action Items & Discussion Points

- **Customer Communication:** Reach out to existing customers who purchased tickets to inform them of the adjusted weekend package pricing, acknowledging their feedback.
- **Ticket Platform Update:** Add the "Saturday Only Ticket" option to Ticket Spice immediately.
- **Winery Participation:** Discuss strategies for adding a few more participating wineries to the event.
- **2026 Planning Idea:** Consider incorporating more giveaways, such as a "swag bag," for the 2026 event.

## Big Crush

- Big Crush budget split into standard event budget and BBQ budget

## General

- Megan to follow up with Dreamteam Marketing on what influencers are invited to the events and who has confirmed
- Sign up for the City of Roseville Farms Market pourings.

## ADJURNMENT

Motion to adjourn made by Anamiekie Keege

- Second by Megan Foley
- Meeting adjourned at 10:37 AM