

Marketing Committee

Meeting Minutes

Amador County Wine Heritage District - Marketing Committee

9313 Pacific St, Plymouth, CA 95669

Tuesday January 27, 2026 9:00am

1. Call to order 9:06am
2. Establishment of Quorum
 1. Anamieke Kegge
 2. Megan Foley
 3. Milind Pansare
 4. Spencer Jones
 5. Daisy D'Agostini
 6. Public - Jess Havil
 7. Public - Matt Zaldivar
3. Conflict of Interest - None
4. Intro to new committee members
 1. Daisy is secretary
 2. Matt is joining us - confirm at board meeting
5. Motion to approve December minutes
 1. Megan motions
 2. Spencer 2nd
 3. Unanimous approved
6. Public Comment
 1. Jess - Policy meeting - 2 new policies
 1. Signage policy - working in tandem with education & marketing committees on deciding on districts and how we move forward with that and how that affects the signage and what we are marketing on the signs/pickets. The policy committee is looking for collaboration on what we have planned for the districts and signage before policy is adopted.
 1. Agendize this topic for February Meeting
 2. Policy - Social Media policy

1. Open up the “collaboration” for volunteering time, space, and wine. Right now we have a “no logo” rule so it makes it hard to entice people to volunteer. Jess is suggesting that we make use of more people to volunteer by offering extra incentives (time on each shoot day for quick location photos, headshots, etc).
7. Recap Social Media Stats
 1. Everyone feels the layout is much better
 2. Megan Foley wants to know if the location results are shown by targeting or is that by engagement?
 1. Megan VH confirms that we are using AB testing
 2. We discussed adding Reno, Folsom, Stockton, Cameron Park, Natomas
8. Recap Annual Member meeting
 1. There are still bags to deliver
 1. We had 20 wineries show. 60 wineries had rsvp-ed
 1. Megan Foley volunteered to deliver the bags on Steiner Road
9. MKW Review Monthly marketing and social media strategy
 1. 2026 Brand & Marketing Strategy
 1. We need to look into the proposal and see what we are behind on and what we are expecting.
 2. Event Campaign Strategy for Q1
 1. We don't have any in hand at the moment, but we are going into a meeting with them at 1pm today.
 3. Monthly Social Media Strategy & Direction for Social Media Team Across Accounts & Platforms
 1. Templates were not passed along to Dream Team, they have now been put into Brandee's sphere
 4. Review Final Content from Social Media Team
 1. Circle back post meeting
10. MKW Marketing Co - Four Fires Rebranding
 1. Review Survey
 1. Biggest feedback:
 1. Group feels that the font feels a little too scroll-y and maybe not in all caps
 1. Can we flip the fonts on the main logo and the subtext

2. Everything needs to say Amador
3. We need to decide what the regions- France, Spain, Italy, and California
4. Name of event is “Amador Four Fires Food & Wine Festival” - leaving the tagline as is

2. Animals - leave as is

11. Select Marketing Streams

1. Digital - Direction is for Meta, [Vibe.co](https://vibe.co), Google, and Microsoft
2. Edible - Q2 Sacramento, and reno, inside front cover, digital addition TBD

12. Select Marketing Priorities for MKW

1. Direction for vendors- photo and video
2. Direction for Dream Team
3. Table for next meeting

13. New Business

1. Hired a photographer and videographer
 1. Photographer is hired - she is on a month-to-month retainer - \$600 per month - \$6,600
 2. Videographer
 1. Sweetspot is willing to come out monthly and do things within budget (23K per year)
 2. Kapu Creative - 10 month commitment
 1. 31K for rest of 2026
 2. Allocate money from the radio budget to cover the difference in budget (\$8k)
2. Wine down Wednesday - Roseville Farmers Market - Starts April 15th
 1. 6 dates - \$175 stipend per each event
 2. Megan VH will work it out and then get the sign-ups per event out
 3. We can pour and sell at each event

14. Adjournment 10:57am

1. Daisy motion
2. Spencer 2nd
3. Unanimously passed