

## Events Committee - Draft Meeting Minutes

Amador County Heritage District  
9313 Pacific Street, Plymouth, CA 95669  
March 10, 2026

Spencer Jones, Anamiekie Keege, Jeff Runquist, Jess Havill, and Megan Van Hook

### CALL TO ORDER

The meeting was called to order at 9:10AM by Jess Havill.

### ESTABLISHMENT OF QUORUM

Present: Anamiekie Keege, Spencer Jones, and Jess Havill.

- Absent: Milind Pansare and Megan Foley
- A quorum was established

### CONFLICT OF INTEREST DISCLOSURE

- No conflict of interest stated

Spencer Jones made a motion to approve February 10, 2026 meeting minutes with the adjustments.

- Second by Jess Havill
- The vote was unanimous
- Motion approved

### PUBLIC COMMENT

- None at this time

### BEHIND THE CELLAR DOOR

Ticket Breakdown: 417

- Full Weekend Passes: 223
- Full Weekend Designated Driver (DD): 3
- Saturday Only: 99
- Sunday Only Tickets: 80
- Designated Driver (DD): 12

Website: Unique Visitors 2,996 | Total Visits 4,320

**Abandon cart follow up and discount code**

**Surprise me schedule, pre-picked schedule**

### WINERY MEDIA GUIDE

- Send out ASAP to wineries
  - Winery email going out - ask all wineries to share- tag repost - share
  - Fox40 Studio Live - March 10 & March 13
  - **Check out other platforms for Big Crush ticket purchase**
  - **Send email to wineries with draft number, coupon code, and social media**
  - **Target social media for locals discount,**

## **FOUR FIRES UPDATE**

### Ticket Sales & Revenue

- Total Tickets Sold to Date: 226
  - General Admission: 81
  - VIP: 137
  - Designated Driver: 8
- Ab

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## **WINERY MEDIA GUIDE**

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  - Winery email going out - ask all wineries to share- tag repost - share
  - Fox40 Studio Live - March 10 & March 13
- Big Crush
- School House or Casino to move day to Saturday

During the April 7th meeting we will review survey results from Behind the Cellar Door and talk about how we can improve the event.

## **BIG CRUSH BBQ**

## **ADJURNMENT**

Motion to adjourn made by Spencer Jones

- Second by Anamiekie Keege
- Meeting adjourned at 10:37 AM