

**Mendocino Winegrape and Wine Commission**

Public Relations and Events Committee Meeting  
*MEETING NOTICE AND AGENDA*

**Thursday May 19, 2011 – 10:00 am**

Meeting Location:

Agricultural Commissioner's Office  
501 Low Gap Rd.  
Ukiah, CA. 95482

Call-in Number:

(218) 936-7979  
Password: 365892#

Kelly Lentz is calling a meeting of the Public Relations and Events Committee to consider the following items for discussion and possible action:

1. Call to order
2. Public comment
3. Review of last meetings minutes
4. Overview Marketing Plan FY6 (2011/2012) and Budget
5. Taste of Mendocino Update
  - a. Review budget and YTD expenses
  - b. Marketing plan
  - c. Response thus far (consumers, trade, media, etc.)
6. Wine Competition Update
7. Research & Education Committee Update
  - a. Grower's Showcase
8. Website Update
9. Visit Mendocino Update
10. MacKenzie Agency Report
11. Sponsorship and partnership opportunities
12. Issues and scheduling for next meeting
13. Adjourn

*All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related accommodation for the meeting, please contact Gracia Brown at the Commission office at [707-468-9886](tel:707-468-9886). This notice and agenda is available on the Internet at [www.MendoWine.com](http://www.MendoWine.com)*