

Date Posted: 08/15/2011

Mendocino Winegrape and Wine Commission

Public Relations and Events Committee Meeting
MEETING NOTICE AND AGENDA

Thursday, August 25, 2011 – 10:00 am

Meeting Location:

Mendocino Winegrape and Wine Commission
525 S. Main St. Suite B
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. PR Meeting
 - a. Contract: start date, terms of payment
 - b. Focus: articulation of the core message. Why is Mendocino America's Greenest Wine Region and what does that mean for the wines and for destination visitors?
 - c. Priorities: agree on the top 5 priorities for the last quarter of 2011
 - d. Communication: weekly 1/2 hour talk by phone with Megan using a running agenda (agenda items submitted by Megan, committee and Boss Dog); stream (chain) of communication
 - e. Media: target media, media monitoring, Antonio Galloni
4. 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