

Mendocino Winegrape and Wine Commission

Public Relations and Events Committee Meeting
MEETING NOTICE AND AGENDA

Thursday, February 16, 2012 – 10:00 am

Meeting Location:

MWWC
525 S. Main Street, Suite B
Ukiah, CA. 95482

Call-in Number:

1-800-610-4500
Password 6372620

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. Chairman's Report
 - a: Positioning/Branding guidelines
5. Upcoming Events
 - a: Winesong sponsorship opportunity \$5000
 1. May 26th benefit concert
 2. Winemaker dinners
 3. Auction lunch
 4. October 26th gala dinner
 - b: Taste of Mendocino
 - c: Alsace Festival
6. Visit Mendocino Update
7. Boss Dog Marketing Update
8. Sponsorship and partnership opportunities
 - a: VMC green bag sponsorship \$2000 for 12,000 bags
 - b: Destination Hopland requests \$1000 for billboard on Hwy 80
9. Issues and scheduling for next meeting
10. 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. This notice and agenda is available on the Internet at www.MendoWine.com