

Mendocino Winegrape and Wine Commission

Public Relations and Events Committee Meeting
MEETING NOTICE AND AGENDA

Thursday, October 20, 2011 – 10:00 am

Meeting Location:

Agricultural Commissioner's Office
501 Low Gap Rd.
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
5. Review of budget
6. Marketing Programs
 - a. KOZT radio slot update
 - b. Ukiah Daily Journal
 - c. Wine Book
7. Advertising
 - a. Sunset
 - b. Wines & Vines
 - c. Radio
 - g. Tours & Tastings
8. Event Participation
 - a. ZAP Jan 26 and 28th 2012
 - b. Membership announcement
9. Research & Education Committee Update
10. Visit Mendocino Update
11. Upcoming Events
 - b. Wine & Mushroom Train
 - c. Taste of Mendocino
12. Bosdog Marketing Update
13. Sponsorship and partnership opportunities
14. Issues and scheduling for next meeting
15. 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