

American Culture Task Force

May 10, 2000

8:30 a.m. - 4:00 p.m.

Corte Madera Inn

Meeting Outcomes

- Σ The purpose of the task force is clear to all participants
- Σ The objectives and strategies will be prioritized in terms of importance to the vision and sorted between long term and short term (1 year).
- Σ Budget estimate will be assigned to each strategy
- Σ The first 12 month plan will be defined including:
 - Σ Assignment of responsibilities
 - Σ Timelines
 - Σ Needs for additional resources
- Σ The task force will have defined how they will operate
- Σ Be clear on what they will report at the July WineVision meeting

Draft Agenda

1. Welcome and Introductions - Champions and John Gillespie
2. Review of meeting outcomes and agenda
3. Purpose/role of the American Culture task force and how it will work -- a discussion
4. Review the priority (how we got to this point so everyone is on the same page)-- John/Champions
5. Examine each strategy under Objectives 1 and 2 to gain an understanding of who's spending resources against each, how much they are spending and then agree on estimate ranges of what needs to be spent to achieve the objective/strategy. (Information to be developed and provided to participants as a starting point).
6. Sort objectives into short term (1 year) and long term. Prioritize according to importance to achieving the vision (indicate essential strategies and those prerequisite to another).
7. Develop a first year plan, including budget, responsibilities and needed resources
8. Decide what will be presented at the July WineVision meeting
9. Make assignments and agree on how the task force will work, including

- * Assignments/agreements/commitments
- * Communications -- who needs to be informed? When? How?
- * Meeting schedule