



**Marketing Roundtable  
September 19, 2025  
Palooza Brewery & Gastropub**

- 1. Welcome and short intros**
- 2. SVVB Staff Reports**
- 3. Roundtable: Short and sweet**

**PUBLIC RELATIONS**

**Jennifer Sweeney, [jennifer@jsweeneycomms.com](mailto:jennifer@jsweeneycomms.com)**

Recent media hits:

[The best kid-friendly wineries in Napa and Sonoma](#) — SF Chronicle

[Sonoma 200th wine harvest comes at a time of industry change](#) - KTVU

[Raise a toast to Sonoma's 200th harvest](#) – KGO

[Sonoma is having a moment](#) - 7x7

[An impressive blend: 8 Latino owned wineries living the American Dream](#) - USA Today

Upcoming releases/content needs:

- What's New for 2026
- Major Milestones & Anniversaries (10-year, 25-year, 50-year etc...)
  - Any stories that correspond with America's Semiquincentennial
- Local connections to Super Bowl or World Cup
- Holiday specials
- Winter Wellness offerings
- Spring/Summer 2026 angles for longer lead

Media trends for 2026: Slow & purpose driven travel, educational offerings, wellness including sleep, travel for sports/events and solo travel.

Email [jennifer@jsweeneycomms.com](mailto:jennifer@jsweeneycomms.com) with all your content ideas so I can include them in pitches, press releases, newsletters and media meetings.

## **SOCIAL MEDIA**

**Michelle Lacy**, [michellelacy@sonomavalley.com](mailto:michellelacy@sonomavalley.com)

Instagram: @sonoma\_valley; Facebook: @ExperienceSonomaValley; TikTok:

@experiencesonomavalley; YouTube: @ExperienceSonomaValley

Upcoming needs and trends:

- Pumpkin spice everything, pumpkin patches, autumn wreaths, hands-on harvest activities, grape-stomping, etc. New fall menu items. Fall foliage countdown. Autumn hikes. Fireplaces, fire pits, s'mores, apple picking, unique autumn experiences.
- Looking now for festive fun: holiday specials, activities, menu items and events.

Recent performance/hits:

- We had 300K reel and post views in August and gained approximately 500 new followers per month. July was about the same.
- Top performing posts: Gay Wine weekend = 61K views, Sonoma Favorites with Chef Ari = 50K, "Family and dog friendly wineries in Sonoma" post received 38K views, NASCAR and NHRA = 40K, several posts received over 15K views - 4th of July, Safari West, Sonoma 1 perfect day itinerary, Sonoma Favorites and the Vintage Festival.
- Animals, people doing things, pretty landscapes and seasonal vibes are most popular.

**The best way to get your business promoted via SVVB social media feeds:**

- Add your event/offer to the SVVB calendar
- Capture a great photo!
  - Tips: iPhone is fine; try Portrait Mode or vertical video. If you are photographing food, mind the lighting and tablescape. (Vertical video is great but a static image is more easily shareable.)
- Tag us, tag us, tag us or add SVVB as a collaborator OR email image and information to [michellelacy@sonomavalley.com](mailto:michellelacy@sonomavalley.com)

## **MARKETING CONTENT & PARTNERSHIPS**

**Lori Varsames**, [lori@sonomavalley.com](mailto:lori@sonomavalley.com)

SUMMER PROJECTS:

[New Blog Landing Page Layout](#): seasons, special itineraries, food & wine, outdoor fun

[Membership Renewal Season](#): great renewal rate and lots of new members (new below)

Huge content updates

Restaurant Guide to the Sonoma Plaza

**NEW or RETURNING MEMBERS:**

Rosa Grande Tattoo, Obsidian, Palmie's Cupcakes, Picazo Café, Sonoma Plaza Experience, Norcal Skydiving, Distinctive Destinations, Adair Properties: BR Cohn, Viansa, Kunde

**NEW ARTICLES:**

[Top 10 Ways to Enjoy the Best Little 4th of July Celebration in the Country](#)

[I Heart Sonoma Valley: the Story Behind the Famous Sticker](#)

**TOP PERFORMING BLOG POSTS IN LAST 90 DAYS:**

- 1) Three Days in Sonoma
- 2) Wine Tasting Etiquette 101
- 3) Best Happy Hours in Sonoma Valley
- 4) Top 10 Ways to Enjoy the Best Little 4th of July Celebration in the Country
- 5) Alfresco Dining in Sonoma Valley
- 6) Celebrating the Harvest Sonoma-Style
- 7) Best Places to Listen to Live Music in Sonoma Valley
- 8) Farm Fun in Sonoma Valley
- 9) Dog-Friendly Sonoma Valley
- 10) Date Night in Sonoma Valley

**CONTENT NEEDS:**

- Fall and holiday events
- Recipes for Fall

**TO PUT ON YOUR RADAR:**

- Holidays Hours & Offerings
- New Visitors Guide 2026 & Hiking and Biking Guide: ad sales start soon!
- Wellness Campaign for January 2026: get ready to brag about your offerings, events, and services

**OPERATIONS**

Jose Luciano, [jose@sonomavalley.com](mailto:jose@sonomavalley.com)

Move to Toscao Hotel - 16% increase in visitors assisted this week from the same week previous year. Granted, this is just the first week, so not a lot of data to compare.

We will need rack cards from your business if you have them. Two-for-ones are very popular with wineries. Please make sure to drop off any rack cards or collateral you have.

## EVENTS

Sharon Douglas, [sharon@sonomavalley.com](mailto:sharon@sonomavalley.com)

Please continue to submit your events to the online calendar. This helps feed our “This Week in Sonoma Valley” email blast that goes out to 350+ contacts in and around Sonoma Valley.

## CAMPAIGNS/ORGANIZATION/COMMUNITY

Tim Zahner, [tim@sonomavalley.com](mailto:tim@sonomavalley.com)

**Current:** Harvest

**October:** Black Cod Month (county program), Fall/Harvest, Halloween, Dia de Muertos

**November:** Lighting of the Plaza, Holidays in Sonoma (through December); Lodging Three-Nights-for-Two (through April)

**January:** Wellness (through mid-Feb)

**February:** Sonoma Sips (through mid-March)

**March:** Spring in Sonoma (through April)

**April - August:** Brand Marketing

Annual meeting - February. Date TBD, looking for location.

SF Travel Annual Lunch - SVVB is wine sponsor.

Other initiatives:

Recent Podcasts:

Sonoma Valley Museum of Art – Linda Keaton

Jack London State Park – Matt Leffert

Winery Sixteen 600- Sam Coturri

Super Bowl 60 & World Cup - Adam Lewis

Sweet Scoops - Raimi Hencmann

Muscardini Cellars - Nick Ciccollela

Ledson Vineyards - Steve Ledson

SUBMIT CONTENT HERE:

Winter & Wellness: <https://sonomavalley.wufoo.com/forms/sonoma-winter-wellness/>

Recipes: <https://sonomavalley.wufoo.com/forms/send-us-your-recipes/>

Events: <https://www.sonomavalley.com/events/submit-to-the-calendar-of-events/>

Offers & deals: <https://sonomavalley.wufoo.com/forms/sonoma-valley-member-offers/>

Lodging Three Nights for Two: <https://sonomavalley.wufoo.com/forms/sonoma-valley-member-offers/>