

From: Mike Batek [REDACTED]
Sent: Thursday, March 31, 2022 11:40 AM
To: January Wiese; Philip Hawkins; Rick Schroder
Subject: Texas Hill Country Wineries - Iconic Sign

Rick,

Thank you very much for putting us on the city council meeting agenda. What we would like to propose is seeing how we could work together to build a sign with space to allow people coming to our area to stop and take photos. This sign would be a stopping point to garner attention to both Johnson City as the gateway to Texas wine and the Texas Hill Country AVA.

We have designated a portion of our Texas Hill Country Wineries Association budget to design & create the sign and hope to partner with you to create something that will drive people to our community. I've included our executive director, January Wiese, and president, Philip Hawkins, in this email. Please feel free to reach out with any questions. I also have a photo of the Napa Valley sign to give you an idea what one looks like. We would be designing ours to reflect our area and make it unique to our region.

Regards,

Mike Batek
Hye Meadow Winery
[REDACTED]

