



AGENDA

Anderson Valley Winegrowers Association

3/8/2022 | 1:00 p.m. | Zoom Virtual Meeting

Zoom link: <https://us02web.zoom.us/j/89867733062?pwd=MzZ2cTgyMFc0WENTSUh3MHA1Tkx3dz09#success>
 ID: 89867733062 passcode: 301385
 Dial-In # 646-558-8656 passcode: 301385

Board members

Sarah Wuethrich, *President* | Chris Lanier, *Vice President* | Cris Carter, *Treasurer* | Doug Stewart, *Secretary* | Jeff Jindra, *Winery Representative* | Norman Kobler, *Vineyard Representative* | Ramon Jimenez, *Hospitality Representative* | Courtney DeGraff, *Executive Director*

Attending: Chris L, Doug, Ramon, Courtney, Sarah

Time	Item	Owner
2:30pm	<p>Call to Order and Note of Attendance/Members</p> <p>Approved minutes of February meeting and December's General meeting minutes.</p>	Sarah Wuethrich
	<p>Treasurer's Report</p> <ul style="list-style-type: none"> I. Summary See attached spreadsheet. Net \$166,091. Question about outstanding AR — Court says it's \$18K not \$23K. II. PNF Revised Budget Courtney: Total \$28K in INCREASES. There were a few underestimates in the budget due to price increases between last summer and now. Possible up sides. Up 1/3rd on food cost since 2019, \$1.7k increase in bathrooms, \$1.9K in security, rentals that were covered by Camp Navarro up \$6400, \$4K more in advertising and content creation, \$2.5K not fixed for digital publications. Possible to strike some publications and eliminate one food vendor save \$2.5k x 2. Event brochure not needed. Auction income and expenses net out. III. BOD meeting timing / PJ PJ does all reports first week of month and likes having BOD meeting second week of the month. 	Cris Carter
	<p>Executive Director's Report</p> <ul style="list-style-type: none"> I. Sponsorships Total of \$42,500. \$5,000 of which was for web site, \$500 for member mixer, two PF sponsors at \$1000. II. White Wine Weekend, February 19-20 \$19800 in income after \$3K in total expenses. Three day weekend really helped. Beauty is they got Monday to recover. VMC was helpful. Had some writers come. Chris Sawyer and Ziggy came. He doesn't write about us. III. Coast Trade, March 30 	Courtney DeGraff

\$7K was our goal. 31 wineries registered, only 24 people signed up. There were a bunch of emails not associated with a business; there were a lot of free-loaders in past coast events. Capacity is 100-150.

a. BOD Security Help

IV. Pinot Fest, May 20-22, 2022

Asking Ramon for help on marketing, less with press. Any way Jacqueline would want to come back to work on press. Going rate for press release with wine PR agencies is \$2500. MWI was spending \$5K per month but they let them go because it wasn't doing anything. Santa Barbara pays \$9K per month and is unhappy with them. Discuss at offsite.

a. Open House Sunday

Wineries responsible for their own promotion. They need to update on the AVWA site.

b. Auction

Risk that we won't get raffle license.

c. BBQ - BOD Security Help

Didn't hire security, would have been \$900. Sherriff said if under \$300 usually BOD does. Doug, Norm, and Ramon volunteered.

d. Hay & Generators:

Norm says he can help on this. Arnaud may be able to provide power there. Court: need generator for band and for toilets. Arnaud — access to power, and band is away for power source. Jeff: everything on building side of winery can power, on other side of road it's trickier. Hay bales Norm brings to Grand Tasting usually and picks up Sunday-Monday.

e. Tech conference:

Needs to synch on tables/glasses/wine etc. Almost sold out.

f. Subcommittees:

Should board help Court for Pinot Fest because Courtney is currently on ALL of them and needs help.

g. Volunteers

Not many have signed up. Volunteer coordinator had personal health issue last month and is back. We have 24 and need 60. Many have moved on.

h. MWI Ads run from March 19-May 9th

V. Membership Drive

\$7400 owed

VI. Events:

Sip and Savor moved to June asked if they could have tix for Pinot Fest as a giveaway. See if Dee wants to go and if expense is worthwhile. Steamboat Food & Wine event in September. They pay for expenses of wineries and/or food vendors.

Harvest EVENT? Courtney thinking oct 22nd, third weekend in October. How to increase revenue? Have an event end of October, to bring people in to buy holiday stuff. CellarPass has improved and was relatively painless. Good opportunity to add as shoulder season event. VMCs promos really did help us. Talked with Travis and Ramon. MWI and VMC have The Harvest Experience around that time, and Mendocino Winegrowers throwing an event first weekend in November. VMC doing event first AND second weekend, and MWI hosting harvest party that

	<p>Friday November 4; winemakers and wineries can attend. VMC would be getting media for that whole weekend that's wine focused. OFFSITE: Thursday June 16th. Sarah checking on lodgings. ENVIRONMENTAL Committee offered a 2-hour tour of Pennyroyal.</p> <p>VII. Sub-Committee Update:</p> <ul style="list-style-type: none"> a. Event Calendar On member's corner: 10:30 March 24th at Pennyroyal, social at AVWA new office, Norm's office, getting taco truck. Focus is vineyard and winemaker focus, not hospitality. Vineyard owners who don't have normal exposure to winemakers — putting sellers and buyers together. Next day is Coast Trade Tasting. b. Environmental – 2nd Thursday/month (Goal: Identify regional health goals and determine how to engage with our members and move towards goals) <ul style="list-style-type: none"> i. FFF- 40% of properties, 70% of vineyards. BOD non-FFF = Lula, Maggy Hawk, Vonarburg, Lichen... Why not? FFF does so much of work for people (not a lot of work for farmer). Linda McElwee will do the paperwork for you and see if she can get you money along the way. It's a "low bar." Main thing is erosion control. If we got everyone on board we'd be first and only 100% FFF region. Try to get Environmental Committee to reach out. c. Vineyard – 3rd Tuesday/month (Goal: Identify Vineyard Member Education & Networking Opportunities) <p>New UC Extension guy (replaced Glenn McG) trying to organize a day for coastal water workshop to follow the April 1st drought workshop sometime in May in Hopland. April 5th Biochar Ecotour at Roederer, March 24th Ecotour at Pennyroyal on healthy soil.</p> <p>VIII. BREAK for Bathroom</p>	
	<p>New Business</p> <ul style="list-style-type: none"> I. BOD Date Change to 2nd Week/mo- ? Postpone til after Pinot Fest II. Volunteer Appreciation Were requesting wines for Pinot Fest; new winery member said they like to send wines to media themselves. III. Dues Wines for Press When Jacqueline was around sent out press packs. Will give bottles to Virginie Boon who is getting IV. AVWA Map to Share Project People want a more accurate map vs. the AV map that is "not to scale ski map" vs. the one Jackson Family provided to AV for internal use. Antonio Galoni's vinous.com does appellation maps. V. PNF Vaccination & OVF (Ordway Valley Foothills) New owner is upset about vaccination policy (indoor events require vaccination, outdoor requires clearance). Board discussion confirmed the policy was intended and this is what the event host agreed to for their property. VI. Employment & HR Webinar Was great VII. LinkedIn MWI are doing a LinkedIn outreach. VIII. Press: <ul style="list-style-type: none"> a. Feb 28th Group 	<p>Full Board</p>

	<p>Came through; hairs ruffled with Madrones who donated the stay about another place being promoted.</p> <p>b. Napa Valley Register Court met Alison Levine who works there.</p> <p>c. Pitches: Jess Landers, Kim Westerman, Ginny Prior, Dan Berger, Alder Yarrow</p> <p>d. Management/coordination help Lean on Dee to help with itinerary management</p>	
	<p>Old Business</p> <p>I. Benefits Package/Employee Handbook On Sarah's docket.</p> <p>II. Monthly AVWA Socials: full year allocated</p> <p>Twomey may do a harvest (September) social.</p>	Full Board
	Next meeting –	Full Board
	Adjourn Meeting	

AVWA Events Calendar:

- 5 PM, May 31- AVWA Social at Greenwood Ridge
- 5 PM, June 20- AVWA Social at Lula Cellars
- 5 PM, July 28- AVWA General Meeting & Social at Maggy Hawk
- 5 PM, August 18- AVWA Social @ Goldeneye Winery
- 5 PM, October 27- AVWA Social @ Foursight Wine
- 5 PM, November 9- AVWA Social at The Bewildered Pig Restaurant
- 5 PM, December 8- AVWA General Meeting & Social (location TBC)

Working Board Roles:

- i. **PRESIDENT.** Presides over the general membership and executive committee meetings, calls officers meetings, and is principal contact for the Association. The President drafts the annual budget, and serves as the press contact for the Anderson Valley Winegrowers Association; Elected biennial during odd number years.
- ii. **VICE PRESIDENT.** Presides over meetings when the President is absent and oversees event committees; Elected biennial during even number years.
- iii. **TREASURER.** Collects membership dues, verifies membership to Secretary, monitors expenditures against budget, maintains bank accounts. Elected biennial during even number years.
- iv. **SECRETARY.** Is responsible for the recording and filing of the minutes from all Board and General Membership meetings and shall keep a record of all memberships. Elected biennial during odd number years.
- v. **WINERY REPRESENTATIVE.** Is responsible for representing the interests of Winery Members on the board. Will assist with outreach, promotion, and education for Winery Members as needed; Elected biennial during odd number years.
- vi. **VINEYARD REPRESENTATIVE.** Is responsible for representing the interests of Vineyard Members on the board. Will assist with outreach, promotion and education for Vineyard Members as needed; Elected biennial during even number years.
- vii. **HOSPITALITY REPRESENTATIVE.** Is responsible for representing the interests of Winery Members with Tasting Rooms and Associate Members. Will assist with outreach, promotion, and education for Winery Members with Tasting Rooms and Associate Members as needed; Elected biennial during even number years.

April 2022 Executive Director Update

Courtney DeGraff, AVWA Executive Director

- Last Tuesday approx. **20 winemakers met and selected Tech Conference wines** via a blind selection process
- Last Tuesday we had around **50 people join us for the AVWA Winemaker Vineyard Mixer**
- Last Wednesday the **Coast Trade (COT) event was a success!**
 - We had 31 wineries participate (vs. 24 in previous years) due to new Covid tents installed
 - We scrubbed the list and added 65 new trade/industry professionals (now 156 verified businesses/professionals on the list)
 - We had Jess Landers (SF Chronicle) and Dan Berger (Napa Valley Register & Freelance) join us, previously Press has never been invited
 - 78 registered vs. 95 in 2019; we believe it was a bit light this year due to Covid concerns, but attendees were quality professionals
- **I recommend we formalize the last Tuesday & Wednesday of March every year as "Coast Trade Weekend":**
 - Repeating the events of this year
 - Inviting Press & Trade outside of Mendocino; issue a press release in January
 - Consider the addition of a vineyard member event on the morning of if we can find someone to help lead this (continuing education would be ideal)
- **\$4K outstanding annual membership** accounts (10 members)
- Sponsorships **have almost all been collected:**
 - \$9K in outstanding annual sponsorships- all confirmed and pending payment: \$1.5K Exchange Bank, \$5K Casa Cristal, \$2.5K Scott Farmer
 - \$500 outstanding Pinot Fest sponsorship- The Nature Conservancy
- **2022 Annual Calendar was published and is heavy with networking and educational events** for the year.
 - Sarah and I are in discussion re: a possible EDU discussion around website compliance given recent issues in the industry. **It will need other topics for a full webinar** event, otherwise, we can simply email out a warning and recommendation
 - C1912/World Cooperage winemaker mixer needs to happen as part of sponsorship (\$500 earmark) - **what is the best event opportunity?**
 - Post-harvest vineyard field day/mixer should happen for Casa Cristal as part of sponsorship - **what is the best event opportunity?**
- Pinot Fest is **on track to be a sold-out event**
 - We'll release more tickets as sponsors do not claim their tickets and Vineyard Members do not claim their Tech Conference tickets
 - An offer has been made to a new Volunteer Coordinator for \$1,200
 - PNF Press is heavy on Welcome Dinner & Tech; new offers need to be made for Grand Tasting (and plans to change linens and towels if we do so)
 - New Tech Conference rental expenses are in
 - I'm going to work on a **Press Release for May is Pinot Month** to go out around April 30th to promote the auction, PNF and any May events wineries may be doing
- **Dee is working out well** and is a great addition to Team AVWA and our efforts

Anderson Valley Winegrowers Association

Profit & Loss

04/04/22

January through March 2022

Accrual Basis

	Jan - Mar 22
Ordinary Income/Expense	
Income	
4000 · Gross Income	
4001 · Membership Dues	
Membership Dues Associate	1,500.00
Membership Dues Winery	1,725.00
Total 4001 · Membership Dues	3,225.00
4002 · General Sponsorship	11,000.00
4100 · Festival Income	
4120 · Main Event Tickets	19,021.40
4135 · Table fees Wineries and Vendors	375.00
Total 4100 · Festival Income	19,396.40
4300 · Promotional Events	
4310 · Event Registration	-150.00
Total 4300 · Promotional Events	-150.00
Total 4000 · Gross Income	33,471.40
Total Income	33,471.40
Expense	
Merchant deposit fees	10.88
5000 · Administration Expenses	
5020 · Web Site Hosting	20.00
5030 · Quickbook DD Payroll Fees	31.80
5035 · Quickbooks online payment fees	368.64
5050 · Office Supplies	1,428.36
5055 · Office Rent	900.00
5060 · Miscellaneous	205.00
5070 · Dues and Subscriptions	648.04
5100 · Licenses and Permits	50.00
5120 · Postage and Delivery	9.10
5140 · Professional Fees	
5143 · Legal Fees	-199.00
5147 · Bookkeeping	1,760.00
5149 · Creative Design	1,716.50
5140 · Professional Fees - Other	139.95
Total 5140 · Professional Fees	3,417.45
5160 · Meals and Entertainment	1,489.96
Total 5000 · Administration Expenses	8,568.35
6600 · Payroll Expenses	
6610 · Executive Director Salary	16,743.60
6611 · Office Assistant	7,675.41
6620 · Medical Insurance	1,811.10
6650 · Payroll Liabilities	
6651 · State Payroll Expenses	676.56
6652 · Federal Payroll Expenses	1,971.29
Total 6650 · Payroll Liabilities	2,647.85
6660 · Workers Comp Insurance	587.35
6600 · Payroll Expenses - Other	184.00
Total 6600 · Payroll Expenses	29,649.31
7000 · Operation Expenses	
7010 · Marketing & Advertising	4,082.78
Total 7000 · Operation Expenses	4,082.78
7015 · Press	327.14

Anderson Valley Winegrowers Association

Profit & Loss

04/04/22

January through March 2022

Accrual Basis

	<u>Jan - Mar 22</u>
8000 · Promotional Expense	
8100 · Festival Expense	
8101 · Auction	220.00
8105 · Catering	9,537.72
8121 · Glasses	2,231.01
8145 · Permits	14.75
8167 · Other Rentals	-1,097.75
8168 · Sanitation	2,604.22
8170 · Sponsorship Commission	0.00
8191 · Travel & Mileage	711.72
8195 · Miscellaneous	5.65
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Total 8100 · Festival Expense	14,227.32
8300 · Promotional Events	
8360 · Mileage	135.72
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Total 8300 · Promotional Events	135.72
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Total 8000 · Promotional Expense	14,363.04
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Total Expense	57,001.50
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Net Ordinary Income	-23,530.10
Other Income/Expense	
Other Income	
9010 · Interest Income	9.90
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Total Other Income	9.90
	<hr/>
Net Other Income	9.90
	<hr/>
Net Income	-23,520.20
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April 2022 Treasurer's Report

Liquid Assets	Checking	\$127,770
	Savings	\$40,163
	Total	\$167,933
PNF Table Fee Liability		\$9,002 *Number needs update?
Payroll Liabilities		\$1,535
AP		\$8,638
Deposits in limbo		-\$2,795 *as of 4/4
	Total	\$16,380
Net Assets		\$151,553
P&L	Income	
	Festival	\$26,176 *Exp= \$18,391
	Gross Income	\$152,961 *\$207k target
	Dues/Sponsorships Outstanding	\$13,085
	Expense	\$129,925 *\$207k target
	Net Ordinary Income	\$23,036
	Other Income	\$15,027 *Grants, etc.
	Net Profit	\$38,063

Takeaways

Some outstanding dues/sponsorships still outstanding,
WWF seemed to be profitable.
PNF expenses have been impacted by inflation.
PNF expected to earn \$40k per budget. Might be hard this year.

2026 Strategic Roadmap

Goals can be advanced as time and resources permit. Goals can be modified during annual planning meeting.

Mission Statement

The Anderson Valley Winegrowers Association helps nurture, advocate for and safeguard the Anderson Valley appellation. Through promotion, the AVWA establishes Anderson Valley as a premier coastal cool-climate varieties wine region while also creating a protected and equal environment for future generations.

	Membership	Marketing	Fundraising	Advocacy
1 Year	<ul style="list-style-type: none"> - Define member & sponsor benefits/programs - Optimize member invoice process - Create communication strategy - Develop Vineyard Committee 	<ul style="list-style-type: none"> - Define and promote Brand AV - Continue annual marketing efforts - Source placement & design AVA sign - Continue to build Media partnerships - Publish vintage & harvest reports 	<ul style="list-style-type: none"> - Relaunch & optimize Pinot Fest - Hold a White Wine Passport Weekend - Ensure healthy sponsor relationships - Address issues w/dues structure 	<ul style="list-style-type: none"> - Partner with other associations/organizations - Develop Environmental Committee
2-3 Year	<ul style="list-style-type: none"> - Roll out benefits & programs - Vineyard Committee helps with Vineyard focused events & education - Update bylaws as required 	<ul style="list-style-type: none"> - Develop brand AV SWAG program - Leverage Media partnerships - Evaluate feasibility of Media events: Roadshow, AV "camp" event, etc. - Improve digital tourist experience 	<ul style="list-style-type: none"> - Perform a dues restructure - Design &/or execute any new events - Identify grants & evaluate foundation - Develop Fundraising Committee 	<ul style="list-style-type: none"> - Environment Committee helps to educate & safeguard our community - Develop Industry Affairs Committee
3-5 Year	<ul style="list-style-type: none"> - Membership growth, enthusiasm & support from value received 	<ul style="list-style-type: none"> - Participate in consumer/Press events - Develop historical archives - Evaluate feasibility of an AVA map - Assess partnerships w/other AVAs 	<ul style="list-style-type: none"> - Fundraising Committee helps with fundraising and to create a foundation - Reassess current, & identify alternative, revenue sources 	<ul style="list-style-type: none"> - Support causes via foundation - Industry Affairs Committee helps to educate our community & support industry causes

Date	Member Relevant Event	RSVP (if required)
Apr 5 9a-3p	Biochar Eco-Tour at Roederer Estate <i>Stop by shop area near the compost pile at any time</i>	<i>Optional RSVP to</i> abeebe@roedererestate.net
Apr 15 4-6:30p	Maggy Hawk Mixer for Tasting Room & Hospitality <i>Visit the new tasting room and enjoy wine and bites</i>	Required info@maggyhawkwines.com
Apr 21 5-8p	AVWA Social at Lichen Estate <i>Mix & mingle - all are welcome</i>	<i>Optional RSVP to</i> shawn@lichenestate.com
Apr 22 3-6p	Grand Opening Refresh Party <i>Mix & mingle and meet the new Yorkville team!</i>	Required https://yorkvillecellars.com/
Apr 29 8:30-11a	Cover Crop Field Trials & Soil Health Tailgate <i>Ferrington Vineyard</i> soilhub.org	<i>RSVP/Information</i> seth.myrick@mcrd.org (707) 462-3664 ext. 110
May 11-12	UCEE Water Resilience for Vineyards in Drought <i>An online workshop focused on coastal vineyards</i>	Required RSVP https://bit.ly/3r2PCeg
May 31 5-8p	AVWA Social at Greenwood Ridge <i>Mix & mingle - all are welcome</i>	<i>Optional RSVP to</i> stacie@greenwoodridge.com
June 15, 9:30a	Filigreen Farm Eco-Tour <i>Learn about eco-friendly & biodynamic farming practices</i>	<i>RSVP Coming Soon</i>
June 20, 5-8p	AVWA Social at Lula Cellars <i>Mix & mingle - all are welcome</i>	<i>Optional RSVP to</i> info@lulacellars.com
Jul 28 5-8p	AVWA General Meeting & Social at Maggy Hawk <i>Recap the year, learn about the future and mix & mingle</i>	<i>Optional RSVP to</i> info@avwines.com
Oct 27 5-8p	AVWA Social @ Foursight Wine <i>Mix & mingle - all are welcome</i>	<i>Optional RSVP to</i> info@foursightwines.com
Oct 15 5-8p	Anderson Valley Land Trust Resilient Lands Symposium <i>For public and private landowners, individuals & managers who have a stake in the future of Anderson Valley.</i>	Required- coming soon
Nov 9 5-8p	AVWA Social at The Bewildered Pig Restaurant <i>Mix & mingle - limited capacity</i>	Required- coming soon
Dec 8 5-8p	AVWA General Meeting & Social at Scharffenberger <i>Recap on AVWA efforts and mix & mingle</i>	<i>Optional RSVP to</i> info@avwines.com