



**ANDERSON VALLEY WINEGROWERS ASSOCIATION
BOARD AGENDA**

*May 5th, 9:00am-11:00 am
AVWA Office*

9:00 Call to order/ BOD Members in Attendance: Courtney Degraff, Sarah Wuetrech, Jeff Jindra, Chris Lanier, Cris Carter, Ramon

- 9:05 Approve Consent Agenda:
- April 2022 Meeting Minutes:
Unanimous consent on April Minutes
 - May 2022 Meeting Agenda
 - May 2022 Treasurer's Report
 - May 2022 Executive Director's Report

9:10 Boontling word of the month= "**heefus**: *n.* and *mod.* A person who does not act responsibly; characterized by incompetence. {Phonemically reshaped *half-ass*, related as a modifier to *half-assed*.}

9:10 President's Report– Sarah Wuethrich (5 min)
Executive BOD check-in to talk membership dues restructuring to be presented at strategic planning session. Make dues more transparent and increase revenues through future adjustments. About a \$10K increase in proposal from winery dues.

9:15 Executive Director Report – Courtney DeGraff (60 min)
SEE ED's written submitted report "May 2022 AVWA ED Report.docx"

- Pinot Noir Festival

Discussion of how people will sign up to pay bids online
Welcome reception will charge winemakers cost if they didn't sign up
Friday 144 seats reserved; BBQ oversold with 350 at Goldeneye this year; looking for next year Lula volunteered and discussed that have enough space for parking and people.
Friday some volunteer gaps at tech conference, but hoping that winemakers will help. Dee will go to bbq, High Schoolers will clean up fairgrounds after lunch.
Saturday volunteers have \$1000 going to High School booster club and they are providing volunteers. Working on name tags for the events with scanning ability. Glasses will be in a

pop-up tent next to check in. Trying to meet with Floriane & team. Hired Satoro to help, he will bring from Brashley to supply tent and will come back Sunday or Monday to AVWA office, palletize and tuck away. VIP lounge. Four pop-up tents for sponsors. Not going to do a formal health check for open air events. Bubble lounge and tech conference will require vax cards. Three winemaker dinners: Bee Hunter, Handley, and Weatherborn/Boonville Road.

10:15 Financial Report – Cris Carter (20 min)

Chris submitted “May 22 Monthly Treasurer’s Report”

About half of the A/R for dues from last month have been paid

White wine wrap up was \$16K (versus \$7K estimated); Coast trade neutral. Looks like ~\$20K profit for year. Will look at what we’re reserving at June off-site.

10:35 Committee Updates (10 min):

Discussion of switching to fewer meetings — quarterly rather than monthly?

- Vineyard– Norm Kobler (5 min)
Had trials at Ferrington, 10 people attended; almost nobody went to biochar event; Filigreen tour in June.
- Environmental– Doug Stewart (5 min)
Discussion of how Sonoma Clean Power can help with Sense monitors and understanding how to match load (chillers) with Time of Use billing

10:45 Other Business (15 min)

- June 15/16 BOD Strategic Planning Session- Moderator(s)?
- Exec BOD Check-In: Next Tuesday, 5/10 at 3:00pm via Zoom

11:00 Adjourn

May 2022 Treasurer's Report

Liquid Assets	Checking	\$106,364	*\$21k spent in April
	Savings	\$40,163	
	Total	\$146,527	
PNF Funds in Limbo	Winery Table Fees	\$23,581	*No PNF payouts yet
	Tickets	\$130,977	
Other Liabilities		\$311	
	Total	\$154,869	
Dues/Sponsorships	Outstanding	\$9,165	
P&L	Net Income		
	White Wine Fest	\$16,796	
	Coast Trade	\$296	
	Grants/Stimulus	\$15,027	
	Total Gross Income	\$173,358	*\$207k target for FY
	Total Expense	\$154,199	*\$207k target for FY
	Net Profit	\$19,159	
Takeaways	Some outstanding dues/sponsorships still outstanding. Will wrap those up. No PNF payouts have hit checking yet. Spent around \$25.6k on PNF expenses.		
Next Steps	Will start annual budget review in June. Will review numbers and calculate base monthly expenses, outside of festivals.		

AVWA Executive Director Report
Courtney DeGraff
May 2022

General Updates:

- Vineyard/Environmental Committee Updates
 - Low engagement on EC survey (7 people)
- UCEE Water Workshop is next week- 36 people have registered
 - Biochar ~8 people
 - Cover Crop Tour- unknown
- ADA website compliance is a big deal and many wineries [getting law suits](#)
 - Our website team ran analysis and our website is clean (see attached); I've asked Jeremy at CMPR re: our approach of ADA built website vs. paying for expensive web plug-in
 - Responsible Beverage Service is coming also- I've pitched June/July member webinar to CMPR re: this + other TTB topics; TBD
- Vern is unable to manage purple flags after this event. He'll put them up but in wineries to take down. BOD needs to vote on if we want to continue using flags for events. AVWA needs to source a mule and barrels from a different slice this year

EVENTS & MARKETING Update

- \$16K White Wine Fest Weekend Net Income
- \$296 Coast Trade Net Income
- Pinot Fest is **Sold Out**
 - \$122.5K Consumer ticket payout at Eventbrite
 - *27 new tickets were released last week following securing 40 parking spots at Lemon's Market and the finalization of a rain plan (conservative estimates in the tent + securing parking nearby at the Mill). These tickets were increased to \$175 (from \$150)*
 - \$23.5K Winery table payout at Eventbrite, plus any money held with PJ from 2020
 - *56 wineries are participating; Kristy Charles said this is the most she knows of*
- Advertising & PR:
 - [Pinot Month Wine Auction](#) has launched with \$5K raised
 - May is Pinot Month [Press Release](#)
 - Wine Writer Barbara Barrielle has interest in attending; one room/full-ride ticket left
 - @lexiswinelist invited to PNF from Los Angeles Lexi Stephens | Wine Educator + Wine Tasting Club - *tickets only, she is providing own travel*
 - Napa Valley Life coverage opportunities
 - I've purchased a [dedicated email](#) to go out this week and an ad will be placed on the website; they have a reach in both CA & TX, with 92K email subscribers and 250 unique users to the website/day; we'll see how engagement is
 - We are in discussions re: a magazine feature of Anderson Valley in Fall Issue (October)
 - Erik Segelbaum possible Sommelier/trade/exposure partnership
 - DC/Denver exposure via Smithsonian Consumer Class, \$5.5K 6 wine buyout with recent class of ~600 attendees selling 58 follow-up cases averaging \$380/case (possible colder month opportunity)- see attached
 - Aspen Food & Wine - from our discussions he was inspired to pitch AV to Ray Isle for this event; topic is "collecting wines that are reasonable now but are going to be the next wave of

excitement and value increase." If selected we can work together to suggest a few producers and request wine donation

- About one dozen wineries have responded they distribute internationally and want to participate in [Napa Valley Global Winebuyers](#) event in Nov; they have requested I provide an event proposal (venue), winery list and food proposal by June 2
- [Steamboat Food & Wine Festival](#) - September 29-October 2
 - Discussion originally occurred in November via Automobili Rally partnership and Anderson Valley has been invited to participate
 - If AVWA participates, my airfare and lodging is included
 - AVWA is invited to host a regional dinner, and/or assist with another AV Winery who may want to come (40 people)
 - They expressed interest in a sparkling wine producers to host Thursday night Bubbles & Burgers dinner (40 people) - with airfare and lodging included
 - A sparkling or other seminar could be arranged (20-25 people)
 - Grand Tasting is Saturday; 25 winery spaces, brewery and distilled spirits participating - 3 cases required
 - AV Wines can have a regional table - dues wines vs. 5-6 sponsors TBD
 - 1200 people expected
 - I've connected them to AV Brewing and Chef Janelle Weaver for additional Anderson Valley exposure; all parties are interested