



**ANDERSON VALLEY WINEGROWERS ASSOCIATION  
BOARD AGENDA**

*Wednesday, November 9th, 9:00am-11:00 am  
Zoom*

- 9:00 Call to order/ BOD Members in Attendance -  
*Sarah, Cris, Chris, Jeff, Norm, Ramon, Doug, Courtney*
- 9:05 Approve Consent Agenda: *Consent agenda approved unanimously.*
- October 2022 Meeting Minutes
  - November 2022 Meeting Agenda
  - October 2022 Financial Statements: October 2022 Balance Sheet, P&L Statements (Fiscal Year, Calendar Year), Accounts Receivable
  - November 2022 Executive Director's Report
- 9:05 President's Report– Sarah Wuethrich (5 min)
- 9:10 Executive Director Report – Courtney DeGraff (60 min) -  
*see Courtney ED report in the consent agenda*
- Sponsorship renewals & new partnerships
  - AVWA Membership Drive
  - Transition to Zoho
  - 2023 signups for Winter White Wine Festival, Pinot Noir Festival
  - March 2023 Coast Trade Event, PR Committee
  - 2022 Harvest Tidrick weekend recap - *group would like to move the event to Saturday and remove passport items. Discussion to move event into regional harvest weekends in November. Courtney concerned about the weather and shift of event to indoors. Courtney to draft a budget of non-passport event.*
- 10:20 Financial Report – Cris Carter (20 min) - *see Cris report in consent agenda*  
*Checking & Savings remained the same; checking down \$8K*  
*A/R \$106K; expect some member attrition*  
*Sponsorships A/R in budget would be helpful to see; Courtney hasn't updated contracts so PJ hasn't invoiced*  
*Cris will transition out of the BOD; signing authority will need to be transferred to Sarah & new Treasurer. Who will want to sign checks? PJ could be authorized as a signer and she is a notary so has insurance. Checks and balances are important because of regional fraud.*
- 10:40 Committee Updates (10 min):

- Vineyard– Norm Kobler (5 min) - *Pruning contest has sponsors and set for 1/20. Baccus will donate pruning sheers, determining judges - hoping Bob will join, Vineyard Committee will host the Pinot Noir Fest, Coast Trade Tuesday vineyard member event*
- Environmental– Doug Stewart (5 min) - *fantastic Land Symposium; filled the room and inspiring. Great content and a great event about sustainability in the Valley. Re: FFF and the intention of trying to get all members certified is of concern because some members have other certifications. Other certifications are exceeding the expectations of FFF. FFF will do most of the paperwork for the property owner if the property provides the information. Address/promote at Coast Trade Vineyard Tuesday.*

10:45

Other Business (15 min)

- Fish Friendly Farming certification for AVWA Membership
- AV Skatepark community initiative
- December 8th General Membership Meeting & Social, 5:00pm-8:00pm at Scharffenberger Cellars
  - BOD Election
  - Recruitment opportunity for committees
  - *In 2024 Handley has requested to host the winter general meeting; this was the tradition of past before Scharffenberger hosted in 2021*
  - December 8<sup>th</sup> AV Community Tasting, 2:30pm-4:30pm at Scharffenberger, hosted by Tonnelerie Tremeaux
- Next BOD meeting 11/29 to prepare for General Meeting
- Exec BOD Check-In: Tuesday, December 6<sup>th</sup>, 3:00-4:00pm via Zoom
- *July General Meeting - Sarah may be unable to attend; move up a week or back a week?*

11:00

Adjourn