

## MINUTES on BOD Meeting 9/14/2022

Members Present: Courtney, Sarah Wuethrich, Chris Lanier, Ramon Jimenez, Doug Stewart, Jeff Jindra, Cris Carter

1. Harvest Tidrick:
  1. Sales are unusually slow and stalled, which is of concern; 51 tickets sold (\$8,159) vs. goal of 240 (\$33,600). We should expect lower than expected sales and prepare for a last-minute locals discount. Boucherie costs are fixed costs. Not a cheap ticket (\$135) for those who want to go from local restaurants etc.
  2. Two press releases and many media pitches made: Confirmed article in 7X7 and Napa Valley Register; Kristen Conard (Sunset Magazine) has accepted our invitation to the event. Pending articles/attendance with Kim Westerman (Forbes), Tervor Felch (freelance), Barbara Barielle (freelance)
  3. Paid advertising: Sacramento Bee, Napa Valley Life, Krush Radio Sonoma County, Facebook/Instagram. Partner free/in-kind advertising: VMC Social, KZYX and the Coast FM, KSRO radio interview 9/13, Symphony in the Redwoods, Fly With Wine, Mission YMCA, Wine Country Media, Mendocino Film Festival
2. White Wine Weekend sign-up and PNF went out 9/13; WWW tickets on sale 11/7, PNF on sale 9/14
3. October BOD nominations: Treasurer (Cris leaving), VP (Cris L), Vineyard Rep (Norman), Hospitality (Ramon)
4. 2023 Membership: We will work on determining new dues using the proposal spreadsheet based on last years reported data and PJ will issue invoices the first week of August (due 11/30). We will wait to send members their Jotform URLs until we onboard onto a new data management (CRM) system Zoho (target 11/15-1/15). Zoho is \$30/mo/user with 4 employees so \$120/mo. Currently spending \$200/mo on apps that would be replaced.
5. 2023 Sponsorship discussions have begun. Casa Cristal is at risk and will likely reduce from \$5K. I'm trying to secure them at \$2.5K plus extra money for ads and pruning contest winners.
6. Other budgeted projects:
  1. Should we move forward with retaining Alison Levine to help plan a Coast Trade press trip in March? Consensus: Yes
  2. Video project options: Do we proceed with the documentary interview approach or consider a lower budget and more modern approach to capturing the stories? Tina Casey & Tom Elkjer weighed in (both have media and TV production experience). Tom suggests having young guard ask old guard questions, more interactive. Make interesting and fun. Tik Tok reels. Humor. Tell story in interesting way. Won't sit and watch old people talk about what they did 50 years ago. Dawn Clark and Mary Ziebel have production experience and live here. Questioning whether we need a video team flying from across country (Chicago, Nashville).
7. Courtney downloaded a non-profit Employee Handbook and edited for the AVWA. I will share with Sarah following harvest for review with the Executive Committee
8. Other events:
  1. We will attend Steamboat Food & Wine 9/29-10/2. She will assist in the MMD bubbles dinner and pour at the Grand Tasting. She will assist the event organizer in exchange for hotel accommodations and R&D.
  2. We will pour with Lichen at Healdsburg Crush on 10/16
  3. We are working on finalizing logistics for 11/3 Wine Institute Global Buyers event; 12 wineries have signed-up (previously 20 expressed interested). Savoy Vineyard tour and later social that night. Roederer/Domaine Anderson hosting.
  4. We are working on planning the Passion 4 Pinot Festival Anderson Valley Turns 40 winemaker dinner on 1/27
  5. The Vineyard Committee is working on a pruning contest for January 13
9. Hotel BID (Business Improvement District) tax. Switching from 1999 law to 1994 law, going from yearly term to a five-year term that can go up until 10 years. Lodging would go from 1% to 2%. Other industries such as attractions, restaurants, alcohol, specifically walk-in tasting room orders. This tax was passed for the winegrowers association (not county tourism) in Santa Barbara, but a lawyer threatened to

sue the county and they withdrew because member dues would stop during the litigation and the association would fold without funding. El Dorado winegrowers is the only CA regional association that has BID tax, although the other CA winegrowers are currently exploring it due to long-term business risk concerns. Courtney has had an interest in this for our association, but it would have to pass at MWI and members are scarred from prior Vineyard BID tax funding that was misused. If we did it, it would all go to the region, not to wineries or winery associations. Counties all vary in terms of how they collect funding for tourism districts. With AVWA this year alone VMC spent \$13000 in ad revenue, 100 wine stories written Jan-Aug 2023 with 760M hits on stories. Most trips come through AV and not the coast. They also partner with Coro group, MWI.

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