



**Board of Directors Meeting
April 29, 2019 ♦ Alliance Office
MINUTES**

I. Call to Order PRWCA Session – Meeting began at 2:07 PM

- a. Board Present: Tyler Russell, Jason Haas, Austin Hope, Sarah Kramer, Faith Wells, Molly Scott, & Malani Anderson
- b. Board Absent: Bob Tillman & Randy Heinzen
- c. Staff Present: Joel Peterson, Andrew Carlson, Patricia Wilmore (Public Policy Report), Candice Sanders (Membership & Education Reports), Christopher Taranto (CDFA Grant & Public Relations Reports)

II. Member Comment

- a. None

III. Approve of March Board Minutes

- a. Motion to approve made by Wells, seconded by Scott, passed unanimously.

IV. Staff Reports

- a. Public Policy Report
 - i. Economic Impact Study
 - 1. The Board opted to not financially sponsor the study being conducted by Dr. Hamilton. Instead they decided to offer all data collected from the study conducted by the Alliance in 2016, as well as the Alliance's support as a liaison between the research project and any industry contacts it may need help establishing.
- b. Treasurer Report
 - i. The board asked Sarah Kramer and Joel Peterson to connect with Peggy regarding inconsistencies presented in the current budget and report back with corrected figures.
- c. Staff Reports
 - i. Membership
 - 1. Action item: Vote required - approval of new members
 - a. Motion by Kramer to approve new members, seconded by Haas, approved unanimously.
 - 2. The board requested Candice Sanders find data on the website concerning engagement of members accessing the ad form PDF.
 - ii. Education



- iii. Marketing
- iv. Events
 1. Jason Haas asked the staff to research marketing the Wine Festival in the San Jose/South Bay area.
 2. The Board expressed concern about a lack of winery dinner events being hosted the weekend of Wine Festival, citing many wineries lack of bandwidth to host events like this during festival weekends. Joel Peterson suggested collecting data from attendees in a way that would help show whether dinners or other events are sought after by the Wine Festival patrons.
- v. CDFA Grant
 1. Chris Taranto is speaking with Wine Academy in Florida to take part in their Vino Summit, and applying the funds originally meant for Cochon 555.
- vi. Public Relations Report
 1. Molly Scott asked that a process be developed to share media clips with members directly whenever they are mentioned in any publications.
- vii. Community Relations
 1. The board elected to adopt a portion of Union road through the Paso Robles Street Adoption Program.
 2. Concerning a PRWCA blood drive, Jason Haas asked staff to research the feasibility of hosting the event at 2 separate locations so distant businesses could better be able to attend. Tyler Russell asked staff to look into partnering with the Paso Robles Farmer's Market and hosting the blood drive during it.
- d. Executive Director Report
 - i. Additional information
 1. The Board agreed to have representatives of Cal Poly's Wine & Viticulture program speak at the next meeting (June 10) for 10 min to update the board of goals, objectives, and the status of new campus wine facility.
 2. The board discussed possible candidates to further include in nominations for the Mid State Fair's Wine Awards.
 3. The board discussed the relocation of a Weather Station currently positioned at Summerwood Winery. Austin Hope volunteered his property.

V. Close General Session – Joel Peterson and Andrew Carlson leave @ 4:54 PM

VI. Executive Session – Meeting Adjourned at 5:00 PM

Next meeting: Monday, June 10, 2019