

**PRWCA BOARD OF DIRECTORS MTG.
MEETING MINUTES
Aug. 8, 2022**

Meeting called to order: 2:05 P.M.

Directors Present: Molly Scott, Jeff Streckas, Carole MacDonal, Josh Beckett, Chloe Asseo, Austin Hope, Noreen Martin, Cris Cherry
Absent: Randy Heinzen

Motion to approve June meeting minutes: Molly Scott
Second: Carole MacDonal
Passed: 8-0

Motion to approve financials: Molly Scott
Second: Cris Cherry
Passed: 8 – 0

EXECUTIVE DIRECTOR REPORT – J Peterson

- Wine Enthusiast – Annual Media Trip
 - Hosted the entire team – 48ppl, July 31 – Aug 2
 - Our cost (PRWCA) was \$35K – hotels, transpo, event planner
 - Big success. They interacted with over 35 brands over 2.5 fays
 - Following up with digital and print ads Sept-Dec for Travel Paso / Paso Wine
 - Question regarding how successful we were on including those wineries expressed interest in participating in the media trip. Discussion on editorial/marketing opportunities from this trip.
- Wine Folly / Regional Wine Guide
 - 148 Paso Robles wineries have claimed their page on website
 - Paso Robles Region Guide getting great engagement
 - Average time on the Paso Region Guide is 5 min.
 - They are looking to bring their entire team here in early 2023
- City of Paso Robles
 - Two-year agreement was approved - July 19 Council Mtg
 - 2022/23 amount will be \$75,000
 - 2023/24 amount will be \$85,000
 - Increased from \$62,000 in 2021/22 (+ workforce grant)
- 2019 Big Cities Grant
 - Final invoice submitted on July 30 for full amount - \$50,500
 - Final progress report was submitted on July 30
- Midyear Budget Recap
 - Joel & Exec Team met to review midyear budget
 - Didn't reach Wine Fest projections, which was a loss (overall)
 - We will have savings in several departments
 - We expect to be over goal in membership (thank you Carol)
 - Question regarding how quickly we would like to gift foundation money back to the community.

- Motion to move \$20k from foundation to the general fund: Molly Scott
- Second: Noreen Martin
- Virtual Auction Recap
 - Approval to move \$20K from \$60K proceeds from Foundation to General Fund to cover costs of hosting auction. Leaves \$40K to award non-profits & scholarships
 - JPeterson attending PURPOSE event Saturday. Do we want to contribute any funds toward their Fund-A-Need scholarship? Plans for \$40K – PRWCA scholarship.
- California Association of Winegrape Growers (CAWG)
 - Has asked me to be on their Board of Directors – 2 year term
 - Director-at-large seat designated for ED of Regional Winery Association
 - Discussion on what this association does and how this would support the PRWCA
- Renew the WiVi contract for 2023
 - We are the non-profit partner of the regional tastings (because we are non-profit)
 - In return, we get \$5,000 sponsorship. I recommend we continue this partnership
 - Board OK with continuing this partnership

PUBLIC POLICY REPORT – P Wilmore

- **Board of Supervisor Updates (In order of appearance)**
- AG Offset Requirements Amended on July 12
 - Termination date extended to August 31, 2023
 - We requested extension to 2026 to coincide with implementation of the GSP
 - This request in alignment with ALAB and the Farm Bureau
- Other action on July 12
 - Adopted the Updated Paso Robles Subbasin Groundwater Sustainability Plan
 - Revised version addressed potential impacts to domestic wells and interconnected surface waters
 - GSP Dir. Reely noted indications from DWR -that this version will be acceptable
 - We agreed with the Board’s appreciation of Reely’s leadership and collaboration and the \$7.6M grant award.
- Rural Camping Ordinance discussed July 19
 - Staff direction requested re Planning Department Priorities and total cost \$419,717-\$869,717
 - 5-0 vote for the Planning Department’s October 4 Priorities report to include the possibility of replacing other Tier 1 projects to create sufficient capacity to pursue this in the work program
- **Board input requested:** Minimum site size. Current draft includes the following site sizes: 2-4.99 acre parcel: 2 campsites. 5-9.99 acre parcel: 4 campsites. 10-29.99 acre parcel 10 campsites. 30+ maximum 15 sites. Too dense? Increase to 10 acres=5 sites, 20=10, 50=15? Discussion on how this should be a county issue not necessarily a PRWCA issue. Discussion of thoughts on requirements and regulations for this to be acceptable in Paso Robles.
- **PEIR for the Paso Basin Planting Ordinance**
 - Comments submitted July 6 (see attached)
 - Current schedule: Planning Commission November 22 and BOS December 22
 - Strategy to engage with Planning Commissioners
- **J. Lohr Basin Collaboration Group**

- Reely presented the Multi-Benefit Irrigated Lands Repurposing Program based on collection of fees in a tiered pricing structure to then support fallowing
- Goal to reduce pumping, he's not a fan of across-the-board pumping reductions
- Questions about economic realities of the plan as well as 218 vote requirements
- Analysis to take place over the next several months as to workability
- **Paso Basin Cooperative Committee**
 - 7/27 meeting included report on the change in storage of - 81,800 A/F
 - Matt Thompson, City of Paso, gave a very positive report on the City's recycled water distribution system project. Recent loans and grants to bring cost down and make it more attractive to grape growers. Goal: ready by 2025.

MEMBERSHIP REPORT – C Yeaman-Sanchez

- 2022 Membership – Members as of 8/4/22:
 - **181 Winery** (vs.166 in full-year 2021)
 - **62 Hospitality** (vs. 96 in full-year 2021)
 - **28 Grower** (vs. 29 in full-year 2021)
 - **136 Associate** (vs. 143 in full-year 2021)

NEW MEMBERS: (BOARD VOTE NEEDED)

- Associate
 - Glunz Strategies
 - Relation Insurance Services
 - Vineyard Wealth Strategies Financial & Insurance Solutions
 - Roberts Vineyard Services
- Winery
 - ALLBAER Wines
 - Ruby Cellars
 - WarRoom Cellars
 - **Motion to accept new members: Carole MacDonal**
 - **Second: Chloé Asseo**
 - **Passed: 8-0**

MEMBER DIRECTORY

- 2022/23 layout complete
 - Will be sent to members for download this week
 - Using UTM code to track views

TOUR BROCHURE

- 2022 Brochure & Maps delivered
 - 25k to all wineries on the map / 51k to Certified Folder / 24k to PRWCA
 - 4 Map dot errors: Bovino, Calcareous, Creekside Inn, JUSTIN. No negative feedback
- 2023 Brochure & Map proposed changes
 - Send survey to members
 - Potential partnership with Wine Folly
 - Produce the Map and Brochure as two separate but complimentary pieces
 - Brochure would be more robust with expanded details about the AVAs, etc.
 - **Discussion about what the PRWCA's idea of the map and brochure going forward look like. Pricing for the map and brochure going forward.**
 - **Bring on more corporate Sponsors for the future. Bring back add'l info next mtg.**

EDUCATION

- **PAST SEMINARS updates**
- **UPCOMING SEMINARS:**
 - BEST – Wine Club Best Practices
 - Harvest Bootcamp – Safety, Forklift, Confined Space, Lockout/Tagout
 - Tasting Room Managers Luncheon

ADDITIONAL PROJECTS

- Connecting with other regional Membership Managers
- CRM research

MARKETING REPORT – **J Bravo**

- New Digital Marketing company – Storia
- Begin working in August on CDFA Grant digital ad

SOCIAL MEDIA

- Instagram / 22, 908 followers
- Facebook / 66,182 likes

Where Wine Takes You – Podcast

- 51 episodes
- 89+K downloads

Where Wine Takes You Podcast

- 98,663 Downloads
- 55 Episodes

Wine Enthusiast – Influencer Program

Wine Enthusiast's influencer marketing campaign was implemented to generate excitement for Paso's 200+ wineries and excursions. Results:

- **Total Impressions 72,502**
- **Brands:** Washington D.C. – Thacher, Chicago – Glunz, New York – Broadside
- **Jennifer introduced that we are working with Storia**
 - Using them currently for new adds for Colorado, Arizona, and Texas, Harvest Wine Month, and Brandifesto
- **2023 Events**
 - Thoughts on continuing all three events
 - BlendFest on the Coast
 - Discussion on location and what it looks like in the future
 - Spring Release Weekend
 - Idea of getting through Harvest Wine Month and seeing how the month works out to see if change would be a good idea
 - Auction being around Spring Release?

- Bring back new event ideas and plans at next mtg.
- Wine Fest – planning to start soon

CDFA SPECIALTY CROP GRANT – C Taranto / J Peterson

- 2019 Big Cities Grant
 - Final report submitted July 30 / Seeking full reimbursement (\$350,285.00)
- 2021 Mid-Markets Grant
 - 3rd invoice submitted with most work done from late 2021 & 2022
 - Arizona now included in states with limited reimbursement due to bigotry laws
 - Currently securing venues and possible contractors in Dallas and Phoenix for October events
 - Texas – Week of Oct 3
 - Arizona – Week of Oct 24
 - Approximately 25 +/- brands indicated availability to travel
 - Pitching partnership with TravelPaso to create a hospitality showcase

TRADE RELATIONS – C Taranto

- Riboli Estates Group – August 2 / CT presented the AVA to their Nat'l Sales meeting

PUBLIC RELATIONS – C Taranto

- Adam Lechmere, Consultant Editor, Club Oenologique (UK based)
 - Provided a 28-wine lineup from all 12 AVAs
 - Connected through DAOU Director of Int. Sales
- Richard Moreley, Director of First Pour (UK based)
 - Provided overview of the AVA and PRWCA
 - Was touring the AVA on own. Connected through Steve Burns.
- Currently working on
 - Brittany Anas, August 22 – 25
 - Fall Media Tour, Sept. 11 – 15
 - About to go out RFP for PR Services per grant and good to do every few years
- Ongoing Clippings for 2022 recently updated – [Click here to view doc](#)
 - Check out the [article on the 11 AVAs](#) in Winmag.com
 - Check out the [behind the scenes from their media conference](#) to Paso
- Discussion of potential new Paso Robles consolidated tasting for critic James Suckling. C Taranto to have more information at next meeting

COMMUNITY RELATIONS – J Guzman

- Blood Drive – August 24, 2022. Broken Earth Winery
 - 28 sign ups as of 8/8/22
 - Winter blood drive is December 21, 2022
- Adopt-a-street – in progress
 - Chronic Cellars did a clean-up on 8/2/22
 - Reached out about how construction would affect the clean up

Jamie and Joel leave 4:29 P.M. – Board meets

Meeting ends / Board leaves at 4:38 P.M.