



**Paso Robles Wine Country Alliance
Minutes of the Board of Directors Meeting
December 5, 2016**

Board Members Present: Jason Haas, Austin Hope, Matt Dusi, Carl Bowker, Bob Tillman, Joe Plummer, Jon Winstead, Hans R. Michel, Jason Yeager

Staff Present: Jennifer Porter and Patricia Wilmore

Next Board Meeting: Monday, January 30, 2017 at Alliance Office

- I. **Call to Order PRWCA Session:** Haas called the meeting to order at 2:02 p.m.
- II. **Member Comment Period:** None
- III. **Approval of Minutes:** The minutes from the October Board meeting were presented and approved (*M/S/C, 9-0, Plummer, Tillman*)
- IV. **Approval of New Members:** One new member was presented and approved (*M/S/C, 9-0, Tillman, Dusi*)

October 21 – December 1, 2016

Associate Members:

Patron

AVA Capital Advisors

V. **Committee/Staff Reports**

a. **Public Policy Report**

- i. SGMA Update to Supervisors, Input to Central Coast Regional Water Quality Board re Revision to Order No. Rc-2016-0032, Vacation Rental Ordinance for Adelaida/Willow Creek Area Approved by Board of Supervisors 11/15, County Planning Staff presented the Draft Agricultural Ponds Ordinance to PRWCA Government Affairs Committee and Board Members 11/29 for our input.

b. **Membership Report**

- i. 2017 Executive Team Appointments (*M/S/C, 9-0, Plummer, Bowker*)
 1. Chairman - Jason Haas
 2. Vice Chairman - Austin Hope
 3. Treasurer/Secretary - Matt Dusi
 4. Nominating Committee Board Representative – Jason Yeager
- ii. Proposed 2017 Board Meeting Schedule approved.
- iii. Hearst Ranch Membership renewal approved as required by policy revised October 2014 (*M/S/C, 9-0, Plummer, Tillman*)
 1. Annual membership must be reviewed by the Board
 2. Collateral from the Alliance must be present in the Hearst tasting room
 3. Wines must be processed in the Paso Robles AVA



- c. Executive Director Report
 - i. CDFA Specialty Block Grant 2018 Grant application submitted for Florida
 - ii. Marketing Manager Position, hope to make offer by end of 2016
- d. Treasurer's Report
 - i. 2017 Budget was presented and approved. *(M/S/C, 9-0, Plummer, Tillman)*
- e. Industry Education
 - i. Vit Tech speakers scheduled through March, Hampton Inn confirmed in trade
 - ii. B.E.S.T. (Business Excellence Service Training) to kick off in January with Jean Steel Springhill Suites trade.
- f. Wine Festival Report.
- g. 2017 Marketing Plan. Seeking input from Board. Teuwen Communications contracted as new PR Agency. New Pasowine.com to launch Jan. 23.

VI. Close General Session: Meeting was adjourned at 4:17 p.m.