



**Board of Directors Meeting
February 4, 2019 ♦ Alliance Office
MINUTES**

I. Call to Order PRWCA Session – Meeting began at 2:06 PM

Board Present: Austin Hope, Jason Haas, Sarah Kramer (left at 4:00), Tyler Russell, Bob Tillman, Faith Wells and Malani Anderson

Absent Board: Jason Yeager & Molly Scott

Staff Present: Joel Peterson, Andrew Carlson, Patricia Wilmore (Public Policy Report), Candice Sanders (Membership Report), Jennifer Bravo (Marketing Report), and Chris Taranto (Executive Director's Report)

II. Member Comment

None

III. Approve of October Board Minutes

Board voted to present more detailed minutes after board meetings. Motioned by Haas, seconded by Tillman, passed unanimously.

IV. Approval of New Member

Board voted to approve all new members. Motioned by Tillman, seconded by Kramer, approved unanimously.

V. Committee/Staff Reports

- a. Public Policy – Patricia Wilmore gave report.
- b. Membership – Candice Sanders gave report.
 - i. Current Outstanding Membership
 1. Regarding Vines RV Resort, Jason Haas suggested that Candice reach out to Sun Communities directly concerning their outstanding balance since the current General Manager is unresponsive.
 - ii. Membership Clarification
 1. Austin Hope asked Candice to email a breakdown of all membership costs to the board so they could better address these issues with members directly when they needed to.
 2. Austin Hope asked Candice to investigate why Mid-State is granted a complimentary membership.
 - iii. Downtown Wineries Association



1. Candice and Joel informed the board of an upcoming meeting of the Downtown Wineries Association to review membership options for DTWA members.
 2. Candice requested the board help provide any contacts that could provide sales education for the March BEST training. Current available sales trainings fall well outside budget costs.
- iv. Board Buddies
1. Tyler Russell suggested board members trading buddies based on which board members had better relationships with certain member organizations.
 - 2.
- c. Treasurer's Report – Sarah Kramer gave report.
- i. 2019 YTD Budget and Cash Flow Analysis
 1. Sarah Kramer said she would follow up with a Maryann Wolf of Cal Poly to see if she has any student groups that would be able to research the process and outcome of turning the PRWCA to a commission-based organization. May need to wait till the following quarter before they could start.
 2. Jason Haas requested that Sarah Kramer connect with Peggy Coon concerning the reason for multiple bank accounts held by the PRWCA. Jason Haas also suggested that accounts with non-member banks are used as leverage for them to join the PRWCA.
- d. Executive Director's Report – Joel Peterson gave report.
- i. Staff Report – Marketing update given by Jen Bravo, Followed by Public Relations update from Chris Taranto.
 1. Community Relations Survey
 - a. Currently the Community Relations fund has gathered \$650, not including donations from organization members that had previously shown interest in supporting this effort. Jason Haas volunteered to reach out to those organizations.
 - b. Tyler Russell suggested that despite whether a survey is conducted the PRWCA should still plan projects to show an effort towards building better community relations, suggesting a sub-appellation litter removal effort.
 2. PRWCA Copyright – We Harvest Happiness: Bob Tillman has submitted and will update the board when able to.
 - ii. CDFA Grant – sign PRCC LOS?
 1. The board voted to sign a letter of recommendation for the PRCC Grant application, under the condition they do the same for the PRWCA. Motioned by Jason Hass, seconded by Austin Hope, approved unanimously.
- e. Board Leadership
- i. New Chairperson
 1. The board voted to make Tyler Russell Chairman and Austin Hope Secretary. Motioned by Jason Haas, seconded by Sarah Kramer, approved unanimously.
 - ii. Board vacancy



1. The board discussed and identified candidates to be appointed to the open Grower seat. Tyler Russell took on the responsibility of reaching out to the potential candidates and will report back to the board by end of week.
- f. Change July membership mtg date
 - i. The board suggested Joel identify alternative dates to present to the board.

VI. Other Items for Discussion

- a. Board discussed the aging of the wine buying demographic and looked at ways to market to a younger demographic.
 - i. Tyler Russell suggested looking into NBA or similar partnerships to help boost Paso Robles AVA notoriety.

VII. New Business

VIII. Close General Session – Joel Peterson and Andrew Carlson leave at 4:40 PM

IX. Executive Session - Meeting Adjourned at 4:56 PM

Next meeting: Monday, March 18, 2019