



Paso Robles Wine Country Alliance  
Minutes of the Board of Directors Meeting  
February 1, 2016

**Board Members Present:** Jason Haas, Austin Hope, Matt Dusi, Carl Bowker, Joe Plummer, Amanda Wittstrom (on phone), **Greg O'Quest**, Bob Tillman and Hans Michel.

**Staff Present:** Jennifer Porter and Krista Smith; Patricia Wilmore for Public Policy

**Next Board Meeting:** Monday, March 14, 2016 at Alliance Office

- I. **Call to Order PRWCA Session:** Haas called the meeting to order at 2:01 p.m.
- II. **Member Comment Period:**
  - a. Scott Fong, CDFA Market Enforcement, Special Investigator
    - i. Receives complaints from Growers about wineries paying; breaches of contract
    - ii. Wineries not obtaining processing license
    - iii. Offices in Sacramento and southern CA
    - iv. Works closely with ABC and TTB
    - v. Enforces Chapter 6 and 7 of Ag Code
    - vi. Need a processing license unless processing your own grapes
- III. **Approval of Minutes:** The minutes from the November Board meeting were presented and approved (*M/S/C, 8-0, Plummer, Dusi*)
- IV. **Approval of New Members:** 18 new members were presented and approved (*M/S/C, 9-0, Plummer, Bowker*)

November 24, 2015 – January 29, 2016

Magnum

Bland Solar and Air

Corporate

BASF

Cal West Rain (rejoin)

Oak View Properties

Patron

Caliber Audit 7 Attest, LLP (rejoin)

Compli (rejoin)

Sherrington Financial Fitness

Safe Haven (rejoin)

TEN OVER STUDIO

Hospitality Members:



Cello Restaurante  
Crown Limousine & Wine Tours  
NOVO Restaurant  
Pendray's Distillery

Winery Members

Broadside  
Devolet  
Powell Mountain Cellars  
Vino Vargas

Grower

MJ Fronty Vineyards

V. Committee/Staff Reports

- a. Public Policy Report
  - i. Water District Education Mailer reviewed
    1. Will be sent via mail
    2. Changes to make:
      - a. **Add more clarity about SGMA**; “state *mandates* that basin must be managed”
      - b. Elaborate background and explain Proposition 218 - funding mechanism, any time voted on requires 2/3 majority
      - c. Breakdown three possibilities
      - d. **Show “why are we here”**
      - e. Include introduction letter to accompany the infographic and explain
      - f. Include timing of the process
      - g. Final draft to be sent to board for approval
- b. Executive Director Report
  - i. Board Roles & Responsibilities
    1. Board Attendance - no minimum required, but make best efforts to attend all meetings
  - ii. Economic Impact Study: Presenting 3/10 at Central Coasts Insights Symposium
    1. Bill Mathews should present since best equipped to answer questions; Jennifer Porter to assist in presentation
- c. Membership Report
  - i. Board to approach non-renewing members
- d. Marketing/Media/Trade
  - i. Texas: Switching to Dallas instead of San Antonio in 2016 due to Fiesta happening the same week
- e. Wine Festival
  - i. 20x20 Hope Family Booth (M/S/C, 9-0, Plummer, Bowker)
    1. Limited space in park due to construction
    2. Monetize to cover added expense
    3. Wine Festival committee to decide



ii. Distilleries

1. **Should stay a “wine” festival to prevent going back to a “drunk fest”**
2. Allow distilleries at Z-Nightcap After Party as a test and revisit for Wine Fest

VI. **Close General Session:** Meeting was adjourned at 4:20 p.m.