

**PASO ROBLES WINE COUNTRY ALLIANCE
BOARD OF DIRECTORS MEETING
MEETING MINUTES
July 30, 2018**

Board Members Present: Austin Hope, Jason Yeager, Faith Wells, Jason Haas, Sarah Kramer, Molly Scott, Tyler Russell, Bob Tillman, Jon Winstead

Staff Present: Jennifer Porter, Lisa Shafer

Next Board Meeting: Monday, September 10, 2018

- I. **Call to Order PRWCA Session:** Yeager called the meeting to order at 2:03 p.m.
- II. **Member Comment Period:**
 - a. Jerry Reaugh & Stacie Jacobs discuss Community Relations concept with focus on core pillars- 1) family, 2) agriculture, and 3) heritage and community. Long-term effort to develop the next generation become advocates and leaders of the future. Grass roots bus tours, radio, desk visits, advertising this fall – residents, local leaders, civic servants – education on the industry.
- III. **Approval of Minutes:** The minutes from the June Board Meeting were presented and approved *(M/S/C, 9-0 Kramer, Wells)*
- IV. **Approval of New Members:** 6 new members were presented and approved *(M/S/C, 9-0, Kramer, Tillman)*

Associate

The Rice Partnership
Zaben Safety Training
Food & Wine Trails

Hospitality Members:

Calwise Spirits Co.
The Grapestake Cottage
SLO Party Bus

V. Committee/Staff Reports.

- a. Public Policy Report *(M/S/C, 9-0, Haas, Scott)*
- b. Executive Director's Report
 1. Staff
 1. Lisa Shafer started 7/23 as Consumer Marketing Manager
 2. Member Feedback Survey to be issued anonymously
 3. Financial Resources Committee
 1. To do research on commission for growers
 2. Explore competitive bids for wine cruises
- c. Membership Report
 1. Pack n Ship- approved as Paso Partner in trade for services
 2. 2019 Dues- investigate if other CA associations use CPI for dues increases
- d. Treasurers Report

1. Increasing link of credit with Farm Credit
- e. Industry Education
 1. Peer Forum- Social Media and Diverse Tasting Experience suggested as topics
- f. Advertising/Marketing/Public Relations
 1. Cochon considered for 2019 national tour sponsorship
 1. In conjunction with Travel Paso Robles and/or Visit SLO CAL
 2. Paso Press & Magazine
 1. Agreed to author joint letter addressing concerns with recent journalist treatment of staff/associations
- g. BlendFest
 1. Proceed with Feb 8-10 date
 2. Not interested in Cambria Pines outdoor area
- h. Vintage Paso
 1. Look to make more open to all wineries
 2. Continued focus on heritage
 3. If Library element, make small event
 4. Avoid tasting room hours for any events

VI. Close General Session: Meeting was adjourned at 5:08 p.m.