



**Board of Directors Meeting  
June 10, 2019 ♦ Alliance Office  
MINUTES**

**I. Call to Order PRWCA Session – Meeting began at 2:07 PM**

- a. Board Present: Tyler Russell, Austin Hope, Sarah Kramer, Faith Wells, Molly Scott, Randy Heinzen, & Malani Anderson
- b. Board Absent: Bob Tillman, Jason Haas
- c. Staff Present: Joel Peterson, Andrew Carlson, Patricia Wilmore (Public Policy Report), & Candice Sanders (Membership & Education Reports)

**II. Public Comment /Presentations**

- a. Cal Poly Presentation – Dr. Benoit Lecat, Allyson Fischlin, Robert Anderson

**III. Approve of April Board Minutes**

- a. Motion to approve made by Kramer, seconded by Wells, approved unanimously.

**IV. Staff Reports**

- a. Treasurer Report: Kramer reports
  - b. Public Policy Report: Wilmore reports
    - i. Agriculture Order 4.0 Requirements and Recommendations
    - ii. Statewide Winery General Waste Discharge Requirements (WDR)
    - iii. Groundwater Sustainability Plan (GSP) for the Paso Basin
    - iv. Economic Impact Study – board discussion
      - 1. Board discussion of participating in new Economic Impact Study
        - a. Vote to spend \$5k – framework what we expect/partnership/rollout findings/help with questions/captured/relayed/community outreach
          - i. Engagement / PRWCA to drive/assist messaging
          - ii. Haas motioned to contribute \$5k to new economic impact survey, and to be centrally involved in drafting survey and release of information, Kramer second, approved unanimously.
- c. Other
  - i. Agricultural Liaison Advisory Committee (ALAB) Topic: Revised Cannabis Regulation (June 4) and Hemp Urgency Ordinance (June 18)
  - ii. Water Resources Advisory Committee (WRAC). Topic: IRWM Grants



- d. Upcoming
  - i. June 18: Board of Supervisors. Agenda will include continuing the Urgency Offset ordinance over the Basin with some revisions for small growers.
  - ii. July 24: Cooperative Committee Meeting
- e. Staff Reports
  - i. Membership
    - 1. Action item: Vote required - approval of new members
      - a. New members (see board packet)
        - i. Motion by Kramer to approve new members, seconded by Haas, approved unanimously.
    - 2. Sanders to send BOD list of associate members
    - 3. 2019 Member Directory – work in progress – to be completed in early July
    - 4. Bi-Annual Member Meeting Wednesday, June 19, 5pm at Park Cinemas, reception at Studios on the Park
    - 5. Annual Member BBQ Thursday, August 1 at Sensorio, VIP Terrace
      - a. Raise price from \$25 to \$40
      - b. Limit to 5 guests – then wait list
    - 6. 2019/2020 Paso Robles Wine Country Visitor's Guide was distributed week of May 13
    - 7. Contracted Noise13 to create separate 4-column foldable map. Circulation by end of July, 10,000 copies
  - ii. Education
    - 1. Upcoming:
      - a. Tasting Room Managers Luncheon, June 20 at Broken Earth, New Assembly Bill (AB1221) Affecting CA Wineries
      - b. BEST Series, July 17 at La Bellasera, Emotional Intelligence
      - c. Harvest Boot Camp, August 13, Presented by DiBudou & DeFendis
  - iii. Events
    - 1. Wine Festival
      - a. 2019 Wine Festival recap (see board packet)
      - b. Volunteer Appreciation Mixer Thursday, 6/20 at Dark Start Cellars
      - c. Townhall Member meeting to discuss 2020 Wine Festival, timing TBD
  - iv. Marketing
    - 1. Website, Social and Blog report
      - a. BOD request Bravo to report YOY on social metrics going forward
  - v. CDFA Grant
    - 1. Peterson report
  - vi. Public Relations
    - 1. Peterson report
    - 2. April / May media clips (see board packet)
    - 3. Tuewen and Alliance to coordinate one-on-one media visits in market



4. Trade & Marketing Committee Meeting June 24 – who are the attendees?
5. Wine Institute – Japan media / trade group visit – week of September 8
  - a. What kind of trade / media, PRWCA to vet the group prior to visit
6. Paso Robles Florida Press Trip report (see board packet)
- vii. Community Relations
  1. Street Cleanup, Union Road (near Barney Schwartz), June 12
  2. Blood Drive, La Quinta Hotel, July 12
- viii. Mid-State Fair Awards
- f. Executive Director Report
  - i. Additional information

**II.** Meeting closed – Executive Director departs – Exec session begins – 5:00pm

**V. Executive Session – Meeting Adjourned at 5:15 PM**

**Next meeting:** Monday, July 29, 2019