

**PRWCA BOARD OF DIRECTORS MTG.
MEETING MINUTES
June 27, 2022**

Meeting called to order: 2:04 PM

Directors Present: Molly Scott, Jeff Streckas, Carole MacDonal, Randy Heinzen, Josh Beckett, Chloe Asseo, Austin Hope

Absent: Noreen Martin, Cris Cherry

PUBLIC COMMENT

- Alex Villicana, ReFind Distillery & Villicana Winery
 - Senate Bill 620, Regarding DTC Shipping
 - Discussion on Senate Bill 620 and Wine Institute's stance
 - Provide information to members via promo ops and bi-monthly newsletter

Motion to approve May meeting minutes: Molly Scott

Second: Carole MacDonal

Passed: 7-0

Motion to approve financials: Carol MacDonal

Second: Josh Becket

Passed: 7-0

EXECUTIVE DIRECTOR REPORT – J Peterson

- Cooperative Agreement with Community Collaboration Group
 - First meeting was May 26 – Joel, Molly, Cris, Josh attended
 - Positive first meeting with key updates and discussion
 - Unhoused discussion amongst hoteliers/chamber
- City of Paso Robles
 - Met with City Manager's Office. Wrote proposal for \$180K funding over 2 years
 - Included in City Council budget discussion May 21. Two-year contract requested
 - We will be on July 19 City Council agenda for approval
- Wine Enthusiast – Annual Media Trip
 - Set to host the entire team – 60 ppl, July 31 – Aug 2
 - Working with Morgen Hoffman on meals, excursion, plans, transportation
 - Board members to be included as needed
- Wine Folly / Regional Wine Guide
 - 180 wineries have submitted their data
 - Paso Robles Region Guide released
 - Press release set for July, along with e-blast, blog, social media,
- Midyear Budget Recap
 - Joel & Peggy will work on this in July
 - Bring in Exec Board to review and look at health of budget for Q3 and Q4
- County-wide Mid-State Fair Wine Awards
 - Winemaker of the year – Bob Lindquist
 - Wine grapegrower of the year – Hilary Graves
 - Industry person of the year – Gretchen Roddick

- Discuss nomination and voting process for next year
- Membership Meeting
 - Wed., June 29, 3pm – Park Cinemas + Backyard on 13th
 - Speakers: Joel Peterson, Steve Martin, Chris Huot
- Membership BBQ
 - Thurs, Aug 4, 6:30pm – Paris Valley Road
 - Pig roast, music, wine, & award Billy Grant – 2021 Wine Industry Person of Year
- Membership Manager
 - Carol Yeaman-Sanchez started June 15. Stepped in immediately.
 - Meet with sub-committee to discuss Grower member opportunities
 - Molly and Randy explained ideas for grower member benefits to better apply and appeal to growers

Public Policy Report – P Wilmore

- **Paso Basin Land Use Management Area (PBLUMA) Planting Ordinance**
 - Draft Program Environmental Impact Report (PEIR) now available with comments due by July 6.
 - PRWCA hosted a meeting with Blaine Reely, County GSP Director, on 6/9 to discuss the draft and to help formulate our response.
 - Attendees included Molly Scott, Randy Heinzen, Steve Carter (JLohr) and Stasi Seay (Hope Family).
 - Note: the PEIR lists over a dozen Class 1 impacts including the 25 AFY exemption which the County has estimated would result in a planting increase of 240 acres per year for a total of 5,280 acres by 1/31/2045 (the current proposed timeframe for the ordinance) and an increased deficit of 9,900 AFY by 1/31/45.
 - After discussion, including a recognition that the Planting Ordinance may be an improvement over the current urgency ordinance by addressing fallowing and the look back period, the group recommended: a comment letter to include objection to the 25 AFY exemption and adoption of the rest of the ordinance with a 5-year sunset in anticipation of the implementation of the GSP.
 - A range of topics was covered with Blaine including his desire for input from the wine industry about a proposal, its early stages, of generating revenue, under GSP implementation, based on extraction, which would fund a multi-purpose land use program (fallowing).
- **County Board of Supervisors Upcoming Decisions**
 - At the meeting of July 12, the Supervisors will consider extending the termination date of the Ag Offset Ordinance from August 31, 2022, to the effective date of the PBLUMA or January 31, 2023, whichever occurs sooner.
 - Also on July 12, they will consider adopting a resolution to adopt the updated Paso Robles Subbasin Groundwater Sustainability Plan.
 - An updated version was required when the DWR in 1/22, gave an incomplete determination based on two deficiencies in the GSP, i.e., assessment of impacts to domestic wells and potential for depletion of interconnected surface waters with 180 days to address.

- Each GSA must approve the updated version then submit to DWR.
- **Hip Camp**
 - Board of Supervisors recently shortened the timeframe for a hearing from November to August.
 - PRWCA working with Farm Bureau on comments regarding setbacks, density, and allowed number of days per year with a view to agricultural preservation and respect.
- **Other**
 - Agriculture Liaison Advisory Board (ALAB) coordinating comments on the PBLUMA with PRWCA
 - Estrella-El Pomar-Creston Water District (EPC) Board received a legal analysis of funding, allocation methodology, enforcement and conjunctive use for proposed water projects.

MEMBERSHIP REPORT – C Yeaman-Sanchez

- 2022 Membership Drive – Members as of 6/24/22:

Member Type	Total (Paid & Promised)	2022 Goal	Difference	% of Goal
Associate	\$92,100.00	\$110,000.00	\$17,900.00	84%
Hospitality	\$53,050.00	\$50,000.00	\$(3,050.00)	106%
Winery	\$722,318.36	\$715,000.00	\$(7,318.36)	101%
Grower	\$30,751.79	\$50,000.00	\$19,248.21	62%
TOTAL	\$898,220.15	\$925,000.00	\$27,779.85	97%

- **177 Winery** (vs. 166 in full-year 2021)
- **62 Hospitality** (vs. 96 in full-year 2021)
- **21 Grower** (vs. 29 in full-year 2021)
- **121 Associate** (vs. 143 in full-year 2021)

NEW MEMBERS: (BOARD VOTE NEEDED)

- Associate
 - Commerce7
 - Paso Robles Valet & Transportation
- Winery: LXV Wine

Motion to approve new members: Randy Heinzen

Second: Jeff Streckas

Passed: 7-0

TOUR BROCHURE

- Brochure & Maps delivered

Member Type	Tour Brochure Paid & Promised
Winery	\$151,990
Hospitality	\$21,700
Total	\$173,690

EDUCATION

- **UPCOMING SEMINARS/WEBINARS:**

- Fire Preparedness
 - June 30, Zoom
 - 16 Registered
- Vit/Wine Tech – Heat Safety – TBC
 - Presented by D & D Insurance, Week of July 18, location TBD
- Vit/Wine Tech – Preparing Our Lab/Lab Interns for Harvest
 - Baker Wine & Grape Analysis, ETS, August 2, location TBD
- BEST
 - WISE, August 10, Oxford Suites
- Harvest Bootcamp – Safety, Forklift, Confined Space, Lockout/Tagout
 - Presented by D & D, August 16, Robert Hall
- Tasting Room Managers Luncheon
 - Topic: Industry Trends, August 25, Midnight Cellars

MARKETING REPORT – J Bravo

SOCIAL MEDIA

- Instagram - 22, 574 followers
- Facebook - 66,074 likes

Where Wine Takes You – Podcast

- 53 episodes, 90K+ downloads

PASO WINE FEST REPORT – MAY 19 - 22

- Ticket Sales
 - Thursday Dinners
 - 50/50 Winemaker Dinner at The Hatch
 - Kaleidos, Concur, Dubost
 - 60/60 Winemaker Dinner at Thomas Hill Organics
 - Asuncion Ridge, Pianetta, Donati, Tablas
 - Friday
 - 128/128 Starry Night Dinner
 - 45/50 Sparkling Paso – Paris Valley Road
 - Saturday, Wine Seminars
 - 50/50 Cab Icons of Paso
 - AH, Daou, Justin, MFN, J Lohr – Amanda Wittsom
 - Saturday, Grand Tasting (2500+)
 - 257/300 VIP
 - 1,033 GA

- 30 DD
 - 14 Trade
 - 555 Vendor
- Festival Features
 - Three bands
 - Frontier Stage – KRUSH Live, Private Eyes
 - Ponderosa Stage - Shawn Clark Family Band, B & The Hive
 - Eight food trucks/vendors (\$10 food voucher):
 - Encouraging guests to bring picnics, chairs, etc
 - Nine artisan vendors
 - 101 wineries
- VIP Lounge
 - DJ Manuel Barba, Traffic Records
 - Four chefs: Thomas Hill Organics, Le Cuvier, Ancient Peaks Café, Il Cortile/La Cosecha, Paris Valley Road, Alba Provisions
 - Four wine bars: White, Pink, Bubbles | Cab + BDX Blends | Rhône-Style + Reserve | Zinfandel + Paso Blends
 - VIP parking, entry, bathrooms, chill zone lounges, WF pin, pick-up party (Fri, May 20 3-530 @Backyard)
- Marketing
 - Print ads: Edible, Wine Country Monthly, Paso Mag, Posters
 - Community event calendars; Travel Paso SLOCAL, etc
 - Digital & social ads running since 3/28
 - Three billboards + Radio ads
 - Dedicated eblasts: NightOut (ticket platform) LA/Bay, ~~Horse Park~~, Wine Country Weekly, VinoHead, Travel Paso, SLOCAL, Fresno Bee, Wine Mag
 - Participating winery support: toolkit, promo code
 - New website pages + New app
 - Build up to Wine Fest was great marketing.
 - This year's attendees were a different clientele than years past.
 - More food trucks and food options
 - More build-outs?
 - VIP – do we expand or scrap?
 - Bands – book earlier and do we need 3?
 - Eliminate the seminars

PASO ROBLES WINE COUNTRY VIRTUAL AUCTION – June 20 – 25

- 21 lots / 272 bids
- \$58,590 raised. With sales tax, \$63K (Last year was \$72k)
- Frenchies (6125), Patrimony (5700), Ade-ladies (5250), Serial/Halter (5100), AH (4700)

CDFA SPECIALTY CROP GRANT – C Taranto / J Peterson

- 2019 Big Cities Grant
 - Educational video / shoot scheduled for June 30
 - Final report due July 30
- 2021 Mid-Markets Grant
 - Paso Wine S’Cool – May 9-12
 - Feedback is overwhelmingly positive from the post trip survey (50% response)
 - All respondents thus far are planning on increasing their Paso Robles wines

TRADE RELATIONS – C Taranto

- San Diego – Road Show – Thursday, June 23
 - Julep Venue – (as of this writing)
 - 100 Trade and Media RSVP **120**
 - 307 Consumers **380**
 - 32 Wineries
 - Travel Paso partner with other partners
 - Olive oil, honey, distillery, beer, hotelier
- Previously reported on - Total Wine and More – July 20, The Last Bottle June 6 -7, RNDC – Paso Wine Month – July

PUBLIC RELATIONS – C Taranto

- Benson Marketing Group
 - Represents Riboli and Chronic
- April Media Tour Report (see board packet)

COMMUNITY RELATIONS – J Guzman

- Blood Drive – August 24, 2022. Broken Earth Winery
 - Winter blood drive is December 21, 2022
- Adopt-a-street – in progress
- PRWCA Wine Awards
 - Good Neighbor - Justin & Julie Fischer – Paso Robles Wine Merchant
 - Master Marketer – Ian Consoli – Tablas Creek Vineyard
 - Unsung Hero – Liz Gillingham – McPrice Myers Wines

Consolidated tasting possibilities

Jamie and Joel Leave - 4:27 P.M.