

PASO ROBLES

WINE COUNTRY ALLIANCE

Paso Robles Wine Country Alliance Minutes of the Board of Directors Meeting June 13, 2018

Board Members Present: Jason Yeager, Jason Haas, Austin Hope, Jon Winstead, Molly Scott, Tyler Russell, Sarah Kramer, Faith Wells. Bob Tillman arrived at 3 PM

Staff Present: Jennifer Porter, Chelsea Modlin

Next Board Meeting: Monday, July 30, 2018

- I. **Call to Order PRWCA Session:** Yeager called the meeting to order at 2:08 p.m.
- II. **Member Comment Period:** N/A
- III. **Approval of Minutes:** The minutes from the April Board Meeting were presented and approved *(M/S/C, 8-0 Haas, Wells)*
- IV. **Approval of New Members:** 3 new members were presented and approved *(M/S/C, 8-0, Wells, Kramer)*

Associate Members:

Lazer Star Lights
Western Growers

Hospitality Members:

Copia Vineyards and Winery

V. **Committee/Staff Reports**

- a) Executive Director's Report
 - i) Staff
 - (1) Chelsea Modlin resigned 6/11; search starting for new Marketing Manager
 - (2) Andrew Nelson hired as Office Assistant, started 5/14
 - (a) Board okay'ed for Andrew to continue to work for at Crui Hospitality
 - ii) Board Retreat Follow Up
 - (1) Core Values – Value were proposed and presented by Jason Haas *M/S/C, 8-0, Winstead, Kramer)*
 - (a) Quality: We provide high-quality visitor experiences and develop programs that allow our members to do the same
 - (b) Effective: We measure the impact of our programs and services and hone them so they are ever more impactful & effective
 - (c) Stewardship: We encourage environmental stewardship and sustainable operations
 - (d) Collaborative: We believe that our community is strongest together and work with members and partners for the success of the whole community
 - (e) Responsible members of the community: We contribute to our community's quality of life, economic vitality, and act as good corporate neighbors. We are socially responsible.
 - (f) Responsive: We listen to our members and take responsibility for their success
 - (g) Continual improvement: We believe in continually improving what we offer our members, and in a community that is committed to on-going education & learning

PASO ROBLES

WINE COUNTRY ALLIANCE

- (h) Professional: Without elitism
- (i) Respectful: Of members, board volunteers, and staff
- (2) Goal 3: Strengthen Long-Term Planning
 - (a) Policy on Public Policy for a Non-Profit Organization
 - (i) Wells and Porter to draft for approval
 - (b) Financial Resources Committee –Kramer to look into creating a committee
- b) Membership Report
 - i) Non-renewed members- A. Carlson to reach out to offer 50% off half year membership – Board approves
- c) Industry Education
 - i) Peer Forum to be put on hold until 2019 due to harvest.
 - ii) Harvest Bootcamp will be August 14 at Hope Family.
 - iii) Wine Speak - approved \$5K sponsorship with focus more on Paso Wine Country.
- d) Advertising/Marketing/Public Relations
 - i) CDFA
 - (1) Texas Grant- officially completed/closed
 - (2) Florida Grant
 - (a) Grand Tasting Tour – Orlando (Oct 3) & Tampa (Oct 4)
 - ii) Public Relations
 - (1) Vinous
 - (a) Josh Reynolds tasting is set for June 26-28
 - (b) Winery registration deadline is June 15
- e) Wine Fest
 - i) Look into increasing RESERVE event by 100 people
 - ii) PRWCA to look into alternate security

Close General Session: Meeting was adjourned at 3:38 p.m.