



Paso Robles Wine Country Alliance
Minutes of the Board of Directors Meeting
March 14, 2016

Board Members Present: Jason Haas, Matt Dusi, Joe Plummer, **Greg O'Quest**, Bob Tillman, Amanda Wittsrom and Hans Michel.

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

Next Board Meeting: Monday, May 2, 2016 at Alliance Office

- I. **Call to Order PRWCA Session:** Haas called the meeting to order at 2:02 p.m.
- II. **Member Comment Period:**
 - a. Jeannette McClure, Rabobank
 - i. Can share quarterly wine industry economic notes via email to membership
 - b. Alex Villicana, SLO Distillers
 - i. 8 distilleries in Distillers of SLO County, 501c(6) non-profit
 - ii. Type 74 distilleries license recently in effect January 1
 - iii. Distillers of SLO County would like to collaborate with PRWCA
 1. All about educating the consumer
 2. Start with presence at Wine Fest
 - iv. Only six ¼ ounce pours per consumer permitted
 - v. Wine Festival Distilleries Participation: Include distillers in pop-up seminar at 2016 Wine Festival
- III. **Approval of Minutes:** The minutes from the February Board meeting were presented and approved (*M/S/C, 7-0, Plummer, Dusi*)
- IV. **Approval of New Members:** 11 new members were presented and approved (*M/S/C, 7-0, Tillman, Plummer*)

January 29 - March 8, 2016

Associate Members:

Business

Central Coast Power Services
DTC Wine Workshops (trade)
Home and Ranch – Sotheby's

Patron

Solarponics
Union Bank

Hospitality Members:

Trumpet Vine (rejoin)



Reale Leone Suites

Winery Members

Paix Sur Terre
CLES!
Carina Cellars (rejoin)

Grower

HAIG Ranches c/o Vino Farms

V. Committee/Staff Reports

- a. Public Policy Report
 - i. PRWCA to provide feedback to County staff noting that we recognize that unpermitted event venues are an issue that effects our industry and that a reasonable ordinance would level the playing field. We strongly recommend that **item letter o. in the draft be eliminated: "Williamson Act Land. A residential vacation rental shall not be established on any parcel under a Land Conservation (Williamson Act) contract." (M/S/C, 7-0, Plummer, Dusi)**
- b. Executive Director Report
 - i. Economic Impact Study
 1. Board to send J. Porter any questions and feedback by end of week
 - ii. College scholarship applications - due 3/18
 1. Volunteers to review and grade: Tillman, Plummer, Dusi
 - iii. Pasorobleswineries.net
 1. PRWCA to send press release promoting (not comparing) our website, brochure, etc. as the tourism season kicks off with Vintage Paso Weekend
 - iv. Visit San Luis Obispo County flyer in wine club shipments
 1. Thoughts/Incentives: Offer the opportunity to wineries; Visit SLO County should cover additional cost to include for those agreeing to send
- c. Membership Report
 - i. Board to help with Associate member renewal follow-up
- d. Treasurer's Report
 - i. 2016 Budget and Cash Flow Analysis presented to board
- e. Industry Education
 - i. Vineyard Boot Camp and TIPS Training - will reach out to Morris & Garritano to conduct
- f. Marketing/Media/Trade
 - i. Wine Awards - Nominations: send any last-minute nominations to J. Porter
 - ii. Cattlemen must get proper license for PRWCA to continue the pouring event
- g. BlendFest
 - i. Consider other dates for 2017 due to conflicting events: September
 - ii. Could incorporate Abalone tour, Morro Bay Oyster Co. and other coastal activities
 - iii. Ask Hearst about using Dairy Barn for 2017
- h. Vintage Paso: Zinfandel
- i. Wine Festival



- i. Distilleries to be third pop-up seminar
- ii. Roberts Vineyard Services- will not provide labor crew - send J. Porter recommendations

VI. Close General Session: Meeting was adjourned at 4:07 p.m.