

PASO ROBLES

WINE COUNTRY ALLIANCE

Paso Robles Wine Country Alliance Minutes of the Board of Directors Meeting March 12, 2018

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

Staff Present: Jennifer Porter, Chelsea Modlin

Next Board Meeting: Monday, April 30, 2018

- I. **Call to Order PRWCA Session:** Yeager called the meeting to order at 2:04 p.m.
- II. **Member Comment Period:**
 - a. Amanda Wittstrom-Higgins presented a Wine Speak event overview.
 - b. Chris and JoAnn Cherry- Organics and sustainability. Wanting to raise awareness.
 - c. EPC Water District – Hillary Graves / Matt Merrill – talking about a new farming initiative that seeks to protect local groundwater resources by prohibiting groundwater exports, limiting groundwater rights, reverse efforts to maintain a sustainable groundwater, and result in what amounts to a taking of property.
- III. **Approval of Minutes:** The minutes from the January Board meeting were presented and approved *(M/S/C, 7-0 Tillman, Wells)*
- IV. **Approval of New Members:** 12 new members were presented and approved *(M/S/C, 7-0, Kramer, Tillman)*

Associate Members:

Duarte Nursery
Wine Talent (trade)
Wormhole Inc. (trade)
Elixer Winery Management (trade)

Hospitality Members:

Ancient Peaks Café
Central Coast Creamery (trade)
J&R Meats
ON Bar
Tin City Cider

Winery Member:

Broken Earth Winery (rejoin)
Clavo Cellars (rejoin)
Gary Kramer Guitar Cellars

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V. Committee/Staff Reports

- a. Executive Director's Report –
 - i. Porter was at Wine Institute/ CAWG Leadership Forum Feb 26-27, 2018
 1. CAWG wants PRWCA to send thank you to Senator Portman for helping pass Craft Beverage Bill. Board Approves.
 2. Cannabis Legalization- working to plan similar presentation in Paso
 3. Disaster Response & Preparedness
 1. Taskforce to start after Wine Fest – Faith and Molly volunteer
 2. Molly- available asset list
 - ii. Liability insurance awarded to Dibuduo & Defendis
 - iii. Signing Limit
 1. Increase signing authority to \$5K to lessen burden on Executive Committee. *(M/S/C, 7-0, Scott, Wells)*
 - iv. Board Retreat Follow Up
 1. Core Values – Haas and Wells in process of editing
 2. Goal 2- Increase Awareness Of Paso Robles Ava
 1. Objective 2: Identify two marketing partnerships to provide in-kind exposure of AVA by December 2018.
 - i. Board Target Ideas: Russell - NBA
 3. Goal 3: Strengthen Long-Term Planning
 1. Objective 2: Sample Policy on Public Policy for a Non-Profit Organization
 - i. Sub Committee Volunteers- Wells, Kramer, Porter to work on after Wine Fest
 2. Financial Resources Committee –tabled until next meeting
 - v. College Scholarship applications due 3/15
 1. Tillman, Russell, and Scott volunteer to grade
- b. Membership Report
 - i. Board selected non-renewed members to call
- c. Industry Education
 - i. 4/18/18 Grower Focused Peer Forum at J.Lohr
 1. Winemaking to be topic instead of compliance – fermentation management, organics, phenologics, barrels
- d. Advertising/Marketing/Public Relations
 - i. CA Mid-State Fair
 1. Nominations due 3/23 with a ballot to be issued 4/9
- e. 2019 Vintage Paso
 - i. Change language in 2018/2019 Tour Brochure to be more history/heritage focused *(M/S/C, 7-0, Wells, Kramer)*

VI. Close General Session: Meeting was adjourned at 5:16 p.m.