

**PASO ROBLES WINE COUNTRY ALLIANCE
BOARD OF DIRECTORS MEETING
MEETING MINUTES
September 10, 2018**

Board Members Present: Jason Yeager, Jason Haas, Austin Hope (left early), Sarah Kramer, Jon Winstead, Faith Wells, Molly Scott, Bob Tillman (arrived late)

Staff Present: Jennifer Porter, Andrew Carlson

Next Board Meeting: Monday, October 22, 2018

- I. **Call to Order PRWCA Session:** Yeager called the meeting to order at 2:04
- II. **Member Comment:** None
- III. **Approve of July Board Minutes:** The minutes from the July 30th meeting were approved *(M/S/C, Kramer, Wells, 7-0)*
- IV. **Approval of New Members:** 6 new members were presented and approved *(M/S/C, Hass, Kramer, 7-0)*

Associate

A.C.E. Promotions
Father Jerry Bellamy
Preferred Payments

Hospitality

Etto Pastificio

Grower Members

M JewelS Winery
SōNA

V. Committee/Staff Reports

- a. Board Buddies:
 - i. Molly Scott had the following suggestions to present from The Farm Winery
 1. Look into the opportunity to provide group health insurance plans
 2. Perform a "Best in Class" review of peer organizations to see what the Alliance could do better.
 3. Encourage reviewers who have not written about Paso Robles to do so.
 4. Continue to focus marketing on CA.
 5. Continue with targeting 1-2 states each year for road trips.
- b. Executive Director's Report
 - i. Staff
 1. Lisa Shafter terminated on 8.28, and Jennifer Bravo will begin filling the Marketing Manager role on 9.19.
 2. Candice Sanders returned to work on 9.4.
 - ii. Office Space
 1. The 5-year lease is ending this fall, and the PRWCA is looking into moving into a new shared space with the Chamber of Commerce and Travel Paso.
 2. Sarah Kramer will be assisting Jen Porter in negotiating any necessary lease extensions.

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- iii. Paso Talks
 - 1. The board recommend Tyler Russell to serve as the industry representative at the meeting being held on 9/19
- iv. Member Survey
 - 1. Overall positive results
 - 2. "Don't Know" responses to be used to identify future newsletter tips.
- v. Community Good News
 - 1. It was agreed that Andrew Carlson would take on future Community Outreach efforts under the revised title of Community Relations Coordinator & Office Assistant
 - 2. The board agreed to recommended industry awards
 - a. Suggested awards are given throughout the year, with each being awarded during a month that best corresponds.
 - 3. 9/24 meeting with J. Lohr and Solterra Strategies to discuss efforts
- vi. CDFA Specialty Crop Block Grant
 - 1. The board discussed the possibility of using the grant to target prominent "B" markets that may not be looked towards by competitors (e.g. Kansas City, Detroit)
- vii. Financial Resources
 - 1. Sarah Kramer to discuss with Maryanne Wolf the possibility of using Cal Poly 406 Class to study the benefits of creating a growers commission.
 - 2. Cruises. Tentatively schedule for Summer 2020 based on meeting with Total Travel & Events, Inc. while in Orlando.
- c. Membership
 - i. The board voted to charge interest on all late payments no matter the payment plan selected. *(M/S/C, Scott, Kramer, 7-0)*
 - ii. The board selected nominees for the 2018 Wine Person of the Year
- d. Treasurer's Report
 - i. Sarah Kramer reviewed the current financial standings with the board.
- e. Education Report
 - i. The board agreed to allow BBSI to sponsor the December Member's Meeting and do a Labor Law presentation for those who stay after lunch.
- f. Marketing Report
 - i. KlipFolio report to be added to the member dashboard.
- g. Vintage Paso: Continue with Zinfandel focus.

VI. Close General Session: Meeting was adjourned at 4:47 PM.