



AGENDA

Anderson Valley Winegrowers Association

8/5/2021 | 2:30 p.m. | AVWA Office and Zoom Virtual Meeting

Zoom link: <https://us02web.zoom.us/j/83690227673?pwd=N2NQanc5b0JLZlIKOERmQnNRTVlyZz09>

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Board members

Sarah Wuethrich, *President* | Chris Lanier, *Vice President* | Cris Carter, *Treasurer* | Doug Stewart, *Secretary* | Jeff Jindra, *Winery Representative* | Norman Kobler, *Vineyard Representative* | Travis Scott, *Hospitality Representative* | Courtney DeGraff, *Executive Director*

Time	Item	Owner
2:30pm	Call to Order and Note of Attendance/Members	Sarah Wuethrich
	Approval of Meeting Minutes from July 6th BOD and July 21st General Membership Meetings Minutes approved	Sarah Wuethrich
	Treasurer's Report	Cris Carter
	I. FY22 Budget Approved by AVWA General Members <ul style="list-style-type: none"> • \$144K Liquid Assets; spent \$11K in past two months (increase vs. avg monthly expense is from strategic planning + press trip) • \$38K liabilities; \$106K net assets • Gross income down 33.7%; total income includes \$19K donated wine (big picture down 23%). Unique year with wine packs. In 18/19 gross income was \$220K • Professional fees up due to additional Anya work • Lower admin costs \$2.5k vs \$6300 (down 14% vs. prior year) • \$38K net income- 18% positive; \$26K is PPP loan (prior year \$32K) • Move \$25K from checking to savings – Voted to approve • Leaves \$81K in cash • Loan forgiveness to be performed by PJ & Courtney • Grant- application pending • Doug to send legal name, mailing address and SS# to PJ to include as Secretary on filing 	
	Executive Director's Report	Courtney DeGraff
	I. General Membership Meeting/AVWA Sub-Committee Sign-ups <ol style="list-style-type: none"> a. Vineyard Committee: Norm Kobler, Andrew Bebe, Tony Bugica b. Environmental Committee: Joslyn, Colleen Kobler, Cris Carter, Jessica Van Grieken, Jesse Richards, Yoriko Kishimoto c. Tent Permit Expiration <ol style="list-style-type: none"> i. Pennyroyal is concerned about tent permits expiring (required to go down for 30 days). Can only get an extension once (for 3 months or 6 months). ii. Either wineries pay the fine and deal with the issue when it arises, or it may be best for them to choose to ignore the process and pay a fine/fee to keep the tent 	

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	<ul style="list-style-type: none"> up until it becomes a known issue. County doesn't have staffing to deal with this. d. Water Shortage Due to Pass Through Tourists: <ul style="list-style-type: none"> i. A few wineries in AV are experiencing water losses from non-AV tourists passing through (gray water loss). Can the AVWA support conversations and efforts with the fairgrounds and the Board of Supervisors (BOS) to consider putting public port-a-potties so that it does not waste our limited water. There is only one public restroom in AV at the Fire Dept. Fairgrounds believes this is a CSD issue. ii. Valerie Hanelt (works at Fire Station w/Joy Andrews) at the Community Service District (CSD) has done a lot of work on the lack of municipal water and sewer in Boonville <ul style="list-style-type: none"> 1. Courtney to invite Valerie to a future meeting about the current effort 2. Courtney to support/coordinate an effort with Fairgrounds and Pennyroyal on the topic 	
II.	<p>AVWA CO Event Re-cap/Automobili</p> <ul style="list-style-type: none"> a. 2nd year; the event has purchased wine from the producers this past year. This year we participated in 3 events; 2 additional events were created for producers who attended the event (1- Bee Hunter + 2- La Crema/Copain/Roederer/Scharffenberger) b. Rain forced indoors; Courtney sick for most of the rally non-wine events. Event is looking at a Oct 2022 rally to Anderson Valley as part of multi-year sponsorship. 	
III.	<p>Alder Yarrow/Bryce Wiatrek Media Visit</p> <ul style="list-style-type: none"> a. Good visit with positive feedback overall by journalists. Jacqueline will work with Bryce on trying to construct a regional Somm Guide. Alder expressed he may have a conflict writing on Pinot Noir given Jancis visited the region in Jan 2020. b. BOD desire for small future tastings put onto the wineries <ul style="list-style-type: none"> i. Let them know months in advance, have 2-hour event at a winery where they taste multiple producers ii. Put the work on the winery, not AVWA c. Limit regional tastings to opportunities when there are key journalists, and more than two, to make it worth staff time 	
IV.	<p>PinotFest 2022 Planning Committee Kick-Off</p> <ul style="list-style-type: none"> a. Courtney will send out a Doodle for the last week of August – Wed or Thurs options b. Winemaker dinners <ul style="list-style-type: none"> i. The BOD voted that the AVWA will no longer sponsor the winemaker dinners for 2022 – approved unanimously ii. The failures of winemaker dinners don't just hurt the wineries, they hurt the customer. If we are going to advertise a winemaker dinner, there must be a level of commitment by the winery to service the dinner <ul style="list-style-type: none"> 1. Those with a winemaker dinner can pay to have us advertise, BUT the AVWA must be in compliance with Tied House advertising iii. Scott Farmer has offered to sponsor the AVWA winemaker dinner at the Apple Farm at \$500/pp for 20-person seated dinner c. Ideas: 	

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	<ul style="list-style-type: none"> i. Goldeneye as host put a sizable investment into clearing 2 acres of vineyard open and offering a planning committee of their own in addition to AVWA ii. The privilege and honor of being host is contributing planning hours; therefore, this event requires a deep pocketed host. Arnaud has agreed to take care of the infrastructure, parking, wine receival iii. Of note- there is a lack of big wineries on the BOD now who have historically donated planning resources; this may be a risk 	
	<ul style="list-style-type: none"> V. Small Business Grant Application Status <ul style="list-style-type: none"> a. Grant rejected Cris because his legal name Christopher did not match up to Secretary of State; re-submitted using Sarah as applicant 	
	New Business	Board Members & Courtney DeGraff
	<ul style="list-style-type: none"> I. Event and Member Coordinator Lead Candidate: Rochelle Mazzola <ul style="list-style-type: none"> a. Sarah to retire wine jobs posting b. Rochelle has been in corporate environment most of her career and open to reset and learning the wine business c. 1099: Main focus of her employment vs. consultant <ul style="list-style-type: none"> i. If we expect an employee to be responsible and accountable, we should not do 1099; it is a risk to the AVWA and do the BOD d. Workers comp is \$300/yr for part time; payroll expense is approx. 6-8% = ~\$2K e. PTO – <ul style="list-style-type: none"> i. Not required for part time workers ii. Sarah to inquire with JFW HR re: sick time f. Offer to be made next week II. Monthly AVWA Socials <ul style="list-style-type: none"> i. August 26th at Goldeneye Winery III. Anderson Valley Weed Growers Association <ul style="list-style-type: none"> a. Sarah's Update: <ul style="list-style-type: none"> i. Jim Roberts from Madrones reached out re: a small group of people who are petitioning to be a cannabis association ii. He would like the support of the AVWA; does the BOD want to cross support one another? He would like to come to the AVWA to discuss how we can support one another. He has some interest with journalists around weed and wine. iii. Sarah has been asked a few times by Media about the cannabis industry in Anderson Valley, so we should have a communication strategy around it b. Should we throw this topic out to the membership? It is bigger than the BOD. Some older growers may be very opposed to this <ul style="list-style-type: none"> i. AVWA has spent significant resources on our brand ii. An appellation is a federally recognized thing iii. Trademarking is likely irrelevant due to cannabis being a different industry iv. We need to understand the legal ramifications of this; cannabis is still illegal at the federal level c. Sarah/Courtney to invite Jim to a meeting <ul style="list-style-type: none"> i. Advise him that there could be a problem if name is too closely to "winegrowers association" 	

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	ii. Learn more about the appellation project and how they plan to move forward	
	Unfinished Business	Board Members & Courtney DeGraff
	I. Upcoming Membership Drive	
	<ul style="list-style-type: none"> i. Working committee: Anya, Courtney, PJ, Rochelle <ul style="list-style-type: none"> a. PJ to invoice b. Anya input into data flow c. Chris CRM d. Cris re: monetary structure and impact to dues e. Courtney to send out a Doodle to meet 8/24 or 8/26 (Anya's work days) ii. Goals: <ul style="list-style-type: none"> a. New technology/accept online payment b. Confirm Membership Dues for all levels c. Board Members support with the drive d. How to account for production iii. What to do about members who have misreported? <ul style="list-style-type: none"> a. October/November Project: Create a philosophy of membership and create a dues structure and clear identification of what we are offering as part of membership b. The BOD agrees that fixing the issues with the misreporting of case production. The risk of losing this money in 21/22 can hurt the AVWA in a year where we are investing in the team 	
	II. Transfer of AVWA Website to Wordpress platform	
	<ul style="list-style-type: none"> a. <i>The team had some issues with Mailchimp this year which led to the discovery of some issues with our website. The Squarespace site is not optimized and at a disadvantage in Google rankings. URLs and images need to be fixed for SEO and load time issues. The site has a 47% visitor bounce rate. The team lacks SEO expertise to address the issues. Word Press has more flexibility, plug-in options, and SEO strength. Moving the site from Squarespace to Wordpress, with an SEO expert involved, is recommended to address the issues, and create a stronger platform for the future. The design of templates should minimize future workload for event page build out.</i> <ul style="list-style-type: none"> i. \$4K sponsorship given from Visit Mendocino to move onto Word Press. Travis learned of our current issue and was granted the funding to assist us in the move to Word Press. Courtney to brief Travis on BOD discussion and request an email to the BOD re: his support for Word Press ii. \$2K request from AVWA BOD <ul style="list-style-type: none"> 1. Includes Anya training, moving the blog and applying SEO, building out individual winery member pages, home page redesign strategy, and moving assets 2. We can request from wineries \$50 to build out a custom web page for SEO purposes and information; can help cover the cost 3. Contracts will need to be executed to the web team and to Anya for expected work 4. Members corner to stay on old square space vs. paying to move (\$160/yr) 	

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	<ul style="list-style-type: none"> iii. BOD needs more information for consideration – break down of expectations and cost vs. cost benefit analysis. Courtney to prepare and email the BOD. 	
	<ul style="list-style-type: none"> III. 2020 AV Growing Season and Harvest Report- <i>project completed?</i> <ul style="list-style-type: none"> a. Courtney to email Jeff for the current report draft; plan is for 2021 to be the first published report 	
	<ul style="list-style-type: none"> IV. Sick time <ul style="list-style-type: none"> a. The BOD needs to develop a benefits plan that includes sick time for employees on staff. Full time vs. part time will vary. Courtney presented The Fair Pay for Northern California Nonprofits: The 2020 Compensation & Benefits Survey Report, which was non-profit consultant Meaghan Demitz recommendation for developing our policy. It has intel for consideration with full time employees receiving 5-10 days, depending on PTO plan. If the plan is a PTO it is 5 days added to vacation and holidays awarding one lump sum of PTO for use. If it is a plan that segregates and tracks PTO individually, it is 10 days. Doug recommends a PTO plan for ease of management and employee preference to use the time off as needed during the year. 	
	Next meeting- <i>Thursday, September 2nd, 2021, hybrid meeting</i>	Full Board
5:00pm	Adjourn Meeting	Sarah Wuethrich