



AGENDA

Anderson Valley Winegrowers Association

10/7/2021 | 2:30 p.m. | Zoom Virtual Meeting

Zoom link: <https://us02web.zoom.us/j/89867733062?pwd=MzZ2cTgyMFc0WENTSUh3MHA1Tk3dz09#success>

ID: 89867733062 passcode: 301385

Dial-In # 646-558-8656 passcode: 301385

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* **ALL PRESENT**

Time	Item	Owner
2:30pm	Call to Order and Note of Attendance/Members	Sarah Wuethrich
	Approval of Meeting Minutes Approved	Sarah Wuethrich
	Treasurer's Report Submitted \$96547 checking; \$40,143 in savings Liabilities: PF table fee, payroll, etc. PPP Loans of \$26K were forgiven, plus \$15K grant all went to checking as income	Cris Carter
	Executive Director's Report <ol style="list-style-type: none"> I. Pinot Fest, May 20-22, 2022 Committee kicked off, working on budget with Chris Lanier SPONSORSHIPS: Of \$30K in sponsorships \$10-12K should have gone to Pinot Fest Secured lodging for trade: Anderson Valley 10, sleeps up to 10 people \$1000/nt for sleeping here in Valley for Somms and key trade people who help with event (pouring, etc.) II. White Wine Weekend, February 19-20 Discussion of cost of white wine weekend along with responsibility of feeding people and who is paying for it (winery vs. association) III. Membership Drive / Associate Members Keep Associate Members dues reasonable... IV. July Press Trip Outcome Featured by Bryce Wiatrak in GuildSomm North Bay regional guide Vinography (Alder Yarrow) article came out this week. Key messages: high quality, one of best places to grow Pinot, not in public spotlight but should be V. Video & Photo Project Got good content; more to come VI. Website Move to Wordpress Working on content folders (grapes, wines, people, glasses...). Have started to do Wordpress build, keep color scheme in line with rustic softer tones. VII. Barrel Tasting Due to Covid and winery event preferences (reservations) this event is no longer an easy plug and play. Team cannot manage a reservation-based event so close to Pinot Fest. TBD if this event can be resurrected in future years 	

- VIII. Sub-Committee Update:
- a. Environmental – 2nd Thursday/month
 Yoriko Kishimoto is on the committee and offers a wealth of knowledge in terms of managing community initiatives and projects given her former role as the Mayor of Palo Alto running this
 A lot of Boonville water discussions occurred initially, but the group has now shifted to soil, water/hydrology, and evaluating sustainable goals around water/soil/carbon, and what certifications may be appropriate for our members and region? Some sustainability stuff will need to go to Vineyard Committee for input.
 - b. Vineyard – 3rd Tuesday/month
 Issues around water, dry farming, when vineyards should be planted...
 Jackson Family Master Class going on right now, try to groom people into thinking regional sustainability, try to start planting seeds. Are we behind something as growers and an association of farmers in terms of sustainability?

New Business

- I. Jacqueline resignation
- II. Office relocation
 Didn't carve out budget for office because it was donated. Staff has been working remotely so a formal office isn't necessary, but a space for festival work is critical. Brashley said festival stuff could remain through Pinot Fest then will need to find a new home thereafter. Wine being stored there is problem, AC was a problem for wine storage. Need to discuss office rent as part of budget. Travis volunteered Visit Mendocino office conference room for printing etc. during Pinot Fest.
- III. Map
 To be stored at Pennyroyal where they get a lot of map requests.
- IV. Sponsorships
 Talking with World Cooperage
 Spoke with BBSI: offer payroll, consulting, 401K (important with Calsaver stuff), benefit 5-100 employees companies. Some professional guidance, needed by membership, about managers taking employee tip pool?
 On track to meet \$30K goal
- V. White Wine Festival Stems - \$620
 Got stuck in France, had to buy unbranded glasses. Normally \$3600, willing to give for \$520. Will purchase and store. Unanimous consent to purchase
- VI. Marketing Strategy
 Losing team, figuring out who can help with it. Blogs, web site, events, design and materials...
- VII. 2022 Election
 Doug & Sarah up for re-election. Travis of Mendo Visitors is resigning (on too many boards), so maybe Ramon will be running for hospitality.
- VIII. General Meeting
 Character of meeting: educational vs. informational (and voting)
- IX. Sustainability Focus
 See above.

	<p>I. 2020 AV Growing Season and Harvest Report Norm & Jeff spearheading. Jeff: Looking to make focus on 2021. Missed 2020. Jeff to present draft by end of month. Look to content from all comers' tech sheets that have harvest notes.</p> <p>II. Benefits Package/Employee Handbook Sarah is spearheading, using Jackson Family as a template (given permission to do so). Lengthy but worth consultant reviewing it. Good idea to have handbook reviewed annually by Board (same as by-laws).</p> <p>III. Anderson Valley Weed Growers Association Asking to present to AVWA to learn more about what they're up to; proposing they come to next meeting in November</p> <p>IV. Monthly AVWA Socials: next one Bee Hunter, Thurs 10/21 5 PM start still on the books.</p>	
	<p>Next meeting- Thursday, November 4th, 2021, Zoom</p>	
	<p>Adjourn Meeting</p>	