



AGENDA

Anderson Valley Winegrowers Association

2/3/2021 | 2:30 p.m. | Zoom Virtual Meeting

Zoom link: <https://us02web.zoom.us/j/89867733062?pwd=MzZ2cTgyMFc0WENTSUh3MHA1Tkx3dz09#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* | Ramon Jimenez, *Hospitality Representative* | Courtney DeGraff, *Executive Director*

Time	Item	Owner
2:30pm	Call to Order and Note of Attendance/Members	Sarah Wuethrich
	Treasurer's Report <ul style="list-style-type: none"> - - Doug/Courtney/Sarah – move minutes to Google Drive for future for shared notes - - Notes from December meeting have not been sent out and therefore are not approved; need to review at March's meeting - - BOD didn't meet in January - - Checking: \$126,318K; ~\$40K savings \$166, 471 total cash - - Cash coming in from events, table fees, membership, sponsors - - ~\$15K Liabilities: PNF table fee liabilities; Coast Trade tables - - ~\$150K cash - - P&L: membership has grown to ~\$90K (vs. \$75K); estimated we'll be +10% vs. goal - - Spend \$87K; ~\$30K owned; 	Cris Carter
	Executive Director's Report <ol style="list-style-type: none"> I. Welcome Dera Keith, new Event & Member Coordinator II. Sponsorships <ol style="list-style-type: none"> a. \$43K invoiced (\$17K received; \$4.5K project earmarked; \$18.5 pending – Casa at risk; Exchange Bank TBD) III. White Wine Weekend, February 19-20 <ol style="list-style-type: none"> a. Three-day weekend was helpful b. 167 tickets (31 comped)- \$15,173 net payout c. Predicting \$12.4K (goal \$7K) d. VMC marketing- \$5K spend total (\$3.6K to date; 4.4K direct hits to WWW page) IV. Coast Trade, March 30 <ol style="list-style-type: none"> a. Increasing tables to help cover new costs V. Pinot Fest, May 20-22, 2022 <p>44 wineries registered targeting 52. Direct conflicts with Hburg food and wine who is on the same weekend.</p> <ol style="list-style-type: none"> i. Ours is a premier Pinot wine event (vs. food event); people looking for wine/pinot will come to ours ii. Food first vs. wine iii. Different consumer going to each event 	

- iv. *Press threat to come to our event; Press opportunity to come up before event*
 - i. *Grand Tasting (203 total)*
 - 1. *121/434 – 28%*
 - 2. *5/20 DD*
 - ii. *26/26 Trifecta*
 - iii. *26/26 Duo*
 - iv. *Bubble Lounge (30 total)*
 - 1. *25/25 Bubble + GT*
 - 2. *5/48 Bubble Lounge. 10%*
 - v. *69/245 BBQ. 28%*
 - vi. *6/30 Tech Conf. 2%*
- Switching from promoting white wine to Pinot Fest now. Open house Sunday: no good way to manage a seated open house Sunday where used to be free for all. Sent out form.*
- PNF Dues wine- Lula Cellars will accept PNF dues wines; Maggy Hawk will accept auction wine*
- a. *Open House Sunday*
 - impact to event program cost without wineries buying ads- maybe does VMC want to sponsor book with greater advertising? Previously sponsored back page*
 - b. *Auction*
 - i. *Risk to auction*
 - ii. *Team has been unable to find a community nonprofit step up and help coordinate, plan and execute*
 - iii. *School has a big fundraiser a few weeks before our event; Fire Department*
 - iv. *Reaching back out to health center to see if there is anyone there who wants to lead the role; Zac R. from Duckhorn reached out to Sarah*
 - c. *Pinot 2023 artwork*
 - i. *BOD agreed it may be best to create an evergreen piece of art that can change from year to year; artist day of is a bit complex. A lot to manage.*

VI. **Membership Drive**

- a. *\$31,775. Aging – less sponsors = \$13,175*
- b. *\$90,415K accrued*
- c. *\$1.4K donations*

VII. **Sub-Committee Update:**

- a. **Event Calendar**
- b. **Environmental – 2nd Thursday/month** (Goal: Identify regional health goals and determine how to engage with our members and move towards goals)
 - i. *AV Land Symposium- Yoriko is looking for our support; general meeting speaking opportunity; in complete alignment with our core values. Would she consider being a part of our efforts around legislative efforts?*
 - ii. *V Sattoui is a part of the symposium and within the land trust;*
- c. **Vineyard – 3rd Tuesday/month** (Goal: Identify Vineyard Member Education & Networking Opportunities)

BREAK for Bathroom		
<p>New Business</p> <p>I. Employment & HR Webinar <i>Labor law info for AVWA members would be helpful. Working with CMPR about employment HR overview webinar. Covid Compliance, immigration H2A, BBSI talking min wage changes, impacts to exempt employees, required trainings (responsible beverage) and talking about Cal Savers. Changes with wineries and deadlines and AbC world could be added, or just employment and HR. This is a good benefit given how costly law firm and consulting is</i></p> <p>II. UCDavis: a. Chris Chen, UCD (Glenn's replacement) – needs assessment b. Water Workshop</p> <p>III. KSRO Wine Road Radio Show <i>Interviewed Lichen.</i></p> <p>IV. Bacchus & Venus Sausalito <i>Try to do gem wineries. Interested in Anderson Valley. Interested in winemaker series/talk.</i></p> <p>V. Press: a. Feb 28th Group <i>9 writers the last week of feb, planning for this for a year at the Madrones. Was sent to VMC, hit a void according to press organizing. Asking for their meals covered. Nine people so expensive...Courtney pitched ideas with this in mind and is helping coordinate History Handley and Husch, Sparkling Roederer and Scharffenberger, will stay at Lichen also, visit Gowan's, and other.</i> b. Napa Valley Register <i>Bob Ecker requested Pinot and will do pitch for Pinot Fest, last week sent to sparkling producers about why still winemaker making sparkling wines. Kristy helped with press release but no longer paid for it and doesn't have capacity. Doug: let's discuss budget for PR after Pinot Fest before summer meeting and present that to organization. Kristy helping with press release but needs help. Where are the staying/eating/whopaysforwhat...</i></p> <p>VI. 2022 BOD Date Conflicts: March WOPN, June Offsite Date & December Moved March Board Meeting General Meeting December: Jeff offers Scharffenberger space.</p> <p>VII. Committee Updates a. Vineyard Committee b. Environmental Committee</p>		
<p>Old Business</p> <p>I. Website Move to WordPress <i>Courtney reminded that we paid to set up individual member pages, that still need to be populated for SEO and to complete project. Info submitted in jot form but this aspect of project was unbudgeted and therefore still uncompleted</i></p> <p>II. Video Project <i>Jeff Woods video will live on youtube. Need rollout strategy – maybe at General Meeting?</i></p> <p>III. Benefits Package/Employee Handbook a. <i>A lot of work; still pending</i></p> <p>IV. Sustainability</p>		

	V. Monthly AVWA Socials: 2022 solicitation	
	Next meeting - Tuesday, March 8th 2:30 pm	
	Adjourn Meeting	

AVWA Events Calendar:

- 5 PM, May 31- AVWA Social at Greenwood Ridge
- 5 PM, June 20- AVWA Social at Lula Cellars
- 5 PM, July 28- AVWA General Meeting & Social at Maggy Hawk
- 5 PM, August 18- AVWA Social @ Goldeneye Winery
- 5 PM, October 27- AVWA Social @ Foursight Wine
- 5 PM, November 9- AVWA Social at The Bewildered Pig Restaurant
- 5 PM, December 8- AVWA General Meeting & Social (location TBC)

Working Board Roles:

- i. **PRESIDENT.** Presides over the general membership and executive committee meetings, calls officers meetings, and is principal contact for the Association. The President drafts the annual budget, and serves as the press contact for the Anderson Valley Winegrowers Association; Elected biennial during odd number years.
- ii. **VICE PRESIDENT.** Presides over meetings when the President is absent and oversees event committees; Elected biennial during even number years.
- iii. **TREASURER.** Collects membership dues, verifies membership to Secretary, monitors expenditures against budget, maintains bank accounts. Elected biennial during even number years.
- iv. **SECRETARY.** Is responsible for the recording and filing of the minutes from all Board and General Membership meetings and shall keep a record of all memberships. Elected biennial during odd number years.
- v. **WINERY REPRESENTATIVE.** Is responsible for representing the interests of Winery Members on the board. Will assist with outreach, promotion, and education for Winery Members as needed; Elected biennial during odd number years.
- vi. **VINEYARD REPRESENTATIVE.** Is responsible for representing the interests of Vineyard Members on the board. Will assist with outreach, promotion and education for Vineyard Members as needed; Elected biennial during even number years.
- vii. **HOSPITALITY REPRESENTATIVE.** Is responsible for representing the interests of Winery Members with Tasting Rooms and Associate Members. Will assist with outreach, promotion, and education for Winery Members with Tasting Rooms and Associate Members as needed; Elected biennial during even number years.

2026 Strategic Roadmap

Goals can be advanced as time and resources permit. Goals can be modified during annual planning meeting.

Mission Statement

The Anderson Valley Winegrowers Association helps nurture, advocate for and safeguard the Anderson Valley appellation. Through promotion, the AVWA establishes Anderson Valley as a premier coastal cool-climate varieties wine region while also creating a protected and equal environment for future generations.

	Membership	Marketing	Fundraising	Advocacy
1 Year	<ul style="list-style-type: none"> - Define member & sponsor benefits/programs - Optimize member invoice process - Create communication strategy - Develop Vineyard Committee 	<ul style="list-style-type: none"> - Define and promote Brand AV - Continue annual marketing efforts - Source placement & design AVA sign - Continue to build Media partnerships - Publish vintage & harvest reports 	<ul style="list-style-type: none"> - Relaunch & optimize Pinot Fest - Hold a White Wine Passport Weekend - Ensure healthy sponsor relationships - Address issues w/dues structure 	<ul style="list-style-type: none"> - Partner with other associations/organizations - Develop Environmental Committee
2-3 Year	<ul style="list-style-type: none"> - Roll out benefits & programs - Vineyard Committee helps with Vineyard focused events & education - Update bylaws as required 	<ul style="list-style-type: none"> - Develop brand AV SWAG program - Leverage Media partnerships - Evaluate feasibility of Media events: Roadshow, AV "camp" event, etc. - Improve digital tourist experience 	<ul style="list-style-type: none"> - Perform a dues restructure - Design &/or execute any new events - Identify grants & evaluate foundation - Develop Fundraising Committee 	<ul style="list-style-type: none"> - Environment Committee helps to educate & safeguard our community - Develop Industry Affairs Committee
3-5 Year	<ul style="list-style-type: none"> - Membership growth, enthusiasm & support from value received 	<ul style="list-style-type: none"> - Participate in consumer/Press events - Develop historical archives - Evaluate feasibility of an AVA map - Assess partnerships w/other AVAs 	<ul style="list-style-type: none"> - Fundraising Committee helps with fundraising and to create a foundation - Reassess current, & identify alternative, revenue sources 	<ul style="list-style-type: none"> - Support causes via foundation - Industry Affairs Committee helps to educate our community & support industry causes