



# AGENDA

## Anderson Valley Winegrowers Association

3/8/2022 | 1:00 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* | Ramon Jimenez, *Hospitality Representative* | Courtney DeGraff, *Executive Director*

Attending: Chris L, Doug, Ramon, Courtney, Sarah

Time	Item	Owner
2:30pm	<p><b>Call to Order and Note of Attendance/Members</b></p> <p>Approved minutes of February meeting and December's General meeting minutes.</p>	Sarah Wuethrich
	<p><b>Treasurer's Report</b></p> <ul style="list-style-type: none"> <li>I. Summary See attached spreadsheet. Net \$166,091. Question about outstanding AR — Court says it's \$18K not \$23K.</li> <li>II. PNF Revised Budget Courtney: Total \$28K in INCREASES. There were a few underestimates in the budget due to price increases between last summer and now. Possible up sides. Up 1/3<sup>rd</sup> on food cost since 2019, \$1.7k increase in bathrooms, \$1.9K in security, rentals that were covered by Camp Navarro up \$6400, \$4K more in advertising and content creation, \$2.5K not fixed for digital publications. Possible to strike some publications and eliminate one food vendor save \$2.5k x 2. Event brochure not needed. Auction income and expenses net out.</li> <li>III. BOD meeting timing / PJ PJ does all reports first week of month and likes having BOD meeting second week of the month.</li> </ul>	Cris Carter
	<p><b>Executive Director's Report</b></p> <ul style="list-style-type: none"> <li>I. Sponsorships Total of \$42,500. \$5,000 of which was for web site, \$500 for member mixer, two PF sponsors at \$1000.</li> <li>II. White Wine Weekend, February 19-20 \$19800 in income after \$3K in total expenses. Three day weekend really helped. Beauty is they got Monday to recover. VMC was helpful. Had some writers come. Chris Sawyer and Ziggy came. He doesn't write about us.</li> <li>III. Coast Trade, March 30</li> </ul>	Courtney DeGraff

\$7K was our goal. 31 wineries registered, only 24 people signed up. There were a bunch of emails not associated with a business; there were a lot of free-loaders in past coast events. Capacity is 100-150.

a. BOD Security Help

IV. Pinot Fest, May 20-22, 2022

Asking Ramon for help on marketing, less with press. Any way Jacqueline would want to come back to work on press. Going rate for press release with wine PR agencies is \$2500. MWI was spending \$5K per month but they let them go because it wasn't doing anything. Santa Barbara pays \$9K per month and is unhappy with them. Discuss at offsite.

a. Open House Sunday

Wineries responsible for their own promotion. They need to update on the AVWA site.

b. Auction

Risk that we won't get raffle license.

c. BBQ - BOD Security Help

Didn't hire security, would have been \$900. Sherriff said if under \$300 usually BOD does. Doug, Norm, and Ramon volunteered.

d. Hay & Generators:

Norm says he can help on this. Arnaud may be able to provide power there. Court: need generator for band and for toilets. Arnaud — access to power, and band is away for power source. Jeff: everything on building side of winery can power, on other side of road it's trickier. Hay bales Norm brings to Grand Tasting usually and picks up Sunday-Monday.

e. Tech conference:

Needs to synch on tables/glasses/wine etc. Almost sold out.

f. Subcommittees:

Should board help Court for Pinot Fest because Courtney is currently on ALL of them and needs help.

g. Volunteers

Not many have signed up. Volunteer coordinator had personal health issue last month and is back. We have 24 and need 60. Many have moved on.

h. MWI Ads run from March 19-May 9th

V. Membership Drive

\$7400 owed

VI. Events:

Sip and Savor moved to June asked if they could have tix for Pinot Fest as a giveaway. See if Dee wants to go and if expense is worthwhile. Steamboat Food & Wine event in September. They pay for expenses of wineries and/or food vendors.

Harvest EVENT? Courtney thinking oct 22<sup>nd</sup>, third weekend in October. How to increase revenue? Have an event end of October, to bring people in to buy holiday stuff. CellarPass has improved and was relatively painless. Good opportunity to add as shoulder season event. VMCs promos really did help us. Talked with Travis and Ramon. MWI and VMC have The Harvest Experience around that time, and Mendocino Winegrowers throwing an event first weekend in November. VMC doing event first AND second weekend, and MWI hosting harvest party that

	<p>Friday November 4; winemakers and wineries can attend. VMC would be getting media for that whole weekend that's wine focused.  OFFSITE: Thursday June 16<sup>th</sup>. Sarah checking on lodgings.  ENVIRONMENTAL Committee offered a 2-hour tour of Pennyroyal.</p> <p>VII. Sub-Committee Update:</p> <ol style="list-style-type: none"> <li>a. Event Calendar  On member's corner: 10:30 March 24<sup>th</sup> at Pennyroyal, social at AVWA new office, Norm's office, getting taco truck. Focus is vineyard and winemaker focus, not hospitality. Vineyard owners who don't have normal exposure to winemakers — putting sellers and buyers together. Next day is Coast Trade Tasting.</li> <li>b. Environmental – 2<sup>nd</sup> Thursday/month (Goal: Identify regional health goals and determine how to engage with our members and move towards goals) <ol style="list-style-type: none"> <li>i. FFF- 40% of properties, 70% of vineyards. BOD non-FFF = Lula, Maggy Hawk, Vonarburg, Lichen... Why not? FFF does so much of work for people (not a lot of work for farmer). Linda McElwee will do the paperwork for you and see if she can get you money along the way. It's a "low bar." Main thing is erosion control. If we got everyone on board we'd be first and only 100% FFF region. Try to get Environmental Committee to reach out.</li> </ol> </li> <li>c. Vineyard – 3<sup>rd</sup> Tuesday/month (Goal: Identify Vineyard Member Education &amp; Networking Opportunities)</li> </ol> <p>New UC Extension guy (replaced Glenn McG) trying to organize a day for coastal water workshop to follow the April 1<sup>st</sup> drought workshop sometime in May in Hopland. April 5<sup>th</sup> Biochar Ecotour at Roederer, March 24<sup>th</sup> Ecotour at Pennyroyal on healthy soil.</p> <p>VIII. <b>BREAK for Bathroom</b></p>	
	<p><b>New Business</b></p> <ol style="list-style-type: none"> <li>I. BOD Date Change to 2<sup>nd</sup> Week/mo- ? Postpone til after Pinot Fest</li> <li>II. Volunteer Appreciation Were requesting wines for Pinot Fest; new winery member said they like to send wines to media themselves.</li> <li>III. Dues Wines for Press When Jacqueline was around sent out press packs. Will give bottles to Virginie Boon who is getting</li> <li>IV. AVWA Map to Share Project People want a more accurate map vs. the AV map that is "not to scale ski map" vs. the one Jackson Family provided to AV for internal use. Antonio Galoni's vinous.com does appellation maps.</li> <li>V. PNF Vaccination &amp; OVF (Ordway Valley Foothills) New owner is upset about vaccination policy (indoor events require vaccination, outdoor requires clearance). Board discussion confirmed the policy was intended and this is what the event host agreed to for their property.</li> <li>VI. Employment &amp; HR Webinar Was great</li> <li>VII. LinkedIn MWI are doing a LinkedIn outreach.</li> <li>VIII. Press: <ol style="list-style-type: none"> <li>a. Feb 28<sup>th</sup> Group</li> </ol> </li> </ol>	<p><b>Full Board</b></p>

	<p>Came through; hairs ruffled with Madrones who donated the stay about another place being promoted.</p> <p>b. Napa Valley Register Court met Alison Levine who works there.</p> <p>c. Pitches: Jess Landers, Kim Westerman, Ginny Prior, Dan Berger, Alder Yarrow</p> <p>d. Management/coordination help Lean on Dee to help with itinerary management</p>	
	<p><b>Old Business</b></p> <p>I. Benefits Package/Employee Handbook On Sarah's docket.</p> <p>II. Monthly AVWA Socials: full year allocated</p> <p>Twomey may do a harvest (September) social.</p>	<b>Full Board</b>
	<b>Next meeting –</b>	<b>Full Board</b>
	<b>Adjourn Meeting</b>	

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

## March 2022 Treasurer's Report

<b>Liquid Assets</b>	Checking	\$137,433
	Savings	\$40,153
	Total	<u>\$177,586</u>
<b>PNF Table Fee Liability</b>		\$9,002
<b>Coast Trade Table Fee Liability</b>		\$2,550
<b>Payroll Liabilities</b>		\$1,309
<b>Other Liabilities</b>		<u>-\$1,946</u> *Deposits and AP in limbo
<b>Net Assets</b>		<b>\$166,671</b>

<b>P&amp;L</b>	<b>Income</b>	Dues Invoiced	\$90,535	Budget at \$75k
		Winery	\$59,930	
		Vineyard	\$12,770	
		Associates	\$16,315	*A few declines
		Donation	\$1,520	
	WWF	Ticket revenue	\$19,801	*\$18,077 net profit so far
		Sponsorship	\$44,000	Budget at \$30k
		Grants, interest	\$15,017	
		<b>Gross Income</b>	<u>\$169,353</u>	
		Dues/Sponsorships Outstanding	\$23,945	
		<b>Expense</b>	<b>\$101,195</b>	
		<b>Net Ordinary Income</b>	<b>\$68,158</b>	

### Takeaways

Some outstanding dues/sponsorships to cleanup  
 WWF was a success with \$18k in profit, though a few expenses may come in  
 Net profit is good so far  
 Moving admin to full-time is within our budget if PNF goes well