



# AGENDA

## Anderson Valley Winegrowers Association

9/2/2021 | 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* | Travis Scott, *Hospitality Representative* | Courtney DeGraff, *Executive Director*

Time	MEETING MINUTES	Owner
2:30pm	<b>Call to Order and Note of Attendance/Members</b>	Sarah Wuethrich
	<b>Approval of Meeting Minutes from July 6<sup>th</sup> BOD and July 21<sup>st</sup> General Membership Meetings</b> Unanimously approved.	Sarah Wuethrich
	<b>Treasurer's Report</b> Post harvest balance sheet: \$129K in checking, \$15K in savings. Now have \$128,300 in checking, \$40,137 savings. Awarded \$15K grant from CA nonprofits.	Cris Carter
	<b>AVWA Team Changes &amp; President Announcement</b> Anya has left the AVWA due to new job. Web site project will decrease what she was managing. Pass basic web updates on WordPress to Rochelle. President's Announcement: Sarah will introduce herself to members in the next week. Announcing Anya's departure and Rochelle joining the team.	
	<b>3 PM Boonville Water Project Update</b> Valerie Hanelt presenting. Boonville has never had a municipal system, except for Meadow Estates (airport area) has a shared water system. In 1974 did a sanitary survey and found an alarming amount of pooled effluent. Recommend a municipal waste system. In 1980s most small towns got municipal systems and Boonville did not. We will get a high tech system if we do get system. In 2015 did a drinking water quality test... Hale Street (south of fire station) they were 50 ft frontage lots as is row of houses opposite mtn view rd. Went door to door for blind study. Tested water for free. From 24 wells contaminants of e-coli and nitrates. Anyone with private service establishment they are regulated. No point in testing businesses because they've made sure water is safe. Waste (septic) if you have a large enough parcel you have space between leach field and well. State said waste project (which is compulsory) then everyone within black line on map (attached?) will sign up. Drinking water is voluntary. State gave \$1MM planning grant, which have spent. Hired engineering company that does big municipal projects. It's complicated so asking for more. Sites didn't pan out especially on waste side. Have an	

excellent spot now. \$19 MM drinking water project and \$16MM sewer project. State is paying 100% of infrastructure. We are in bottom tier of economic communities. Lined us up for lots of \$. Drinking water project usually install a water meter on property line. State said it would pay for box and will run pipe up to house within a couple feet. If multiple structure property, then property hooks up. With waste it's compulsory. Can't have anyone NOT feeding into system. There is no expense to hook up. Engineers do a rate study says what base rate will be. Fairgrounds, HS, etc. will have a different rate from commercials (hotels, tasting rooms), houses. Because in depressed community have to keep rates as low as possible. Have an environmental impact report ahead. Powers activated as community service district with LAFCO (Local Agency Formation... body that makes sure public agencies are formed correctly). Hoping by next summer will know what amount will be per month for drinking and sewer. If in black area, will get a letter saying you'll be billed X per month. Will have 150 sewer hookups, 300 water hook ups. For this to be rejected (return letter says "No" and saying nothing says "Yes") 75+1 have to protest. It's a legal one vote per parcel. Went up AV WAY for drinking water for schools. Picked up Meadow Estates because state said everyone must be under same water contract. A big component of program is fire suppression. Two tanks on Hutsell Rd. 270,000 gallons to pressurize hydrant system. Goes through town all the way down AVWAY. Chris C: What is growth factor? A: Will be more than 110% if we go back to where we were before. Eight acres parcel old Shapiro property (20 acres North side of town) will be purchased for leach field. Family is happy to do. Membrane bioreactor plant will come in on flatbed, put together like Legos inside a building. What military uses for instant town. Solids get trucked away, liquids get cleaned, then is leached through the ground. Clean water won't be hard on longevity of leach field. Starts 6 feet down so doesn't make ground on top green. Water is far enough from creek that it doesn't go in, but it will charge the creek and the wells. People can keep their wells (with backflow) and can continue to irrigate with non-rated water. Drop dead rate of March 23, 2022 to be finished with ready for vote. Hoping to be in construction in 2023. Drinking water has been received positively because of fire suppression. But could do deal where start on other sides of town. Sewer pipes on one side of road and drinking water on other because can't share a trench. Hoping by 2024 flushing toilets and turning on tap.

Other: \$5MM grant opportunity to develop public parking, gathering, bathroom, charging stations. Fair board not happy about it. If you go through Boonville the de facto rest stop is parking lot at fairground. Fit formula for "Clean California" grant. Approved about 3 weeks ago. Have to have it built in two years. We don't have infrastructure. Will have to replace parking at fairgrounds in back. Would be great to design rest room, sculpture, buildings.

Casey: where does the welcome to "Anderson Valley Appellation" sign go?

Ricard building is for sale. (the trashy redwood)

ACTION ITEM FOR COURTNEY: Create a mention in December General meeting about this.

### Executive Director's Report

- I. Pinot Fest 2022 Planning Committee  
September 15<sup>th</sup> is kickoff for planning committee. Anya did a lot of work on materials if we are going to use same graphics (Pinot & Bubbles) need to ask Gerald R. if doable (he owns and needs to give permission). Review rental agreements, food assessments, etc., at initial meeting.
- II. Sub-Committees Update:
  - Environmental Water in Boonville: Sarah Cahn Bennett will be there.
  - Vineyard Committee: Maybe committee can recommend best

Time	MEETING MINUTES	Owner
	practices for responsible irrigation. Andrew Bebe from Domaine Anderson will work on guide for best practices for water usage.	
	<b>New Business</b>	Board Members & Courtney DeGraff
	<ul style="list-style-type: none"> <li>I. Video Project Jeff Woods professional video producer. Want a regional video of AVWA. Have five or six members who will work with him: 25 images edited plus two minutes of b-roll footage for marketing. It will cost \$750 to \$1000 if two wineries, plus \$200 for Anya or Courtney's time. If gets 5-6 plus redwoods, drone footage, plus winery footage. Vote: Up to \$1200 for AVWA. Motioned and unanimously approved.</li> <li>II. AVWA Tasting Room in Fort Bragg Robert Pinoli of Skunk Train reached out, is in escrow on a building there. Will be retail opportunity, tourist destination. Wanted to know if we had interest in opening wine bar in Ft. Bragg. Could be partner opportunity in Q1-2 2022. Other wine region grower associations do this with Type 85.</li> <li>III. December BOD &amp; General Meeting General meeting on Thursday December 9<sup>th</sup>, Courtney is asking to move BOD meeting to Tuesday, Dec. 7<sup>th</sup>.</li> </ul>	
	<b>Unfinished Business</b>	Board Members & Courtney DeGraff
	<ul style="list-style-type: none"> <li>I. Upcoming Membership Drive</li> <li>II. Transfer of AVWA Website to Wordpress platform Migrating to Wordpress. Lots of plugins — Yoast for SEO, Mailchimp, Google Analytics, Security, Calendar... We don't have these under Squarespace. Received donation of \$4000 to cover this project. Board voted to approve \$1500 to complete the project. Tabled question of optimizing SEO via a \$50 per member fee.</li> <li>III. 2020 AV Growing Season and Harvest Report Jindra working on this. No report. 2021 will be first real launch.</li> <li>IV. Benefits Package/Employee Handbook Sarah is working on this... forthcoming.</li> <li>V. Anderson Valley Weed Growers Association</li> <li>VI. Monthly AVWA Socials Social for August canceled by Goldeneye due to Covid spike. Discussion of covid and nature (indoor/outdoor) of future events.</li> </ul>	
	<b>Next meeting-</b> <i>Thursday, October 7th, 2021, hybrid meeting</i>	Full Board
5:00pm	<b>Adjourn Meeting</b>	Sarah Wuethrich