



AGENDA

Anderson Valley Winegrowers Association

11/4/2021 | 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

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

Excused Absence: Cris Carter, *Treasurer*

Time	Item	Owner
2:30pm	Call to Order and Note of Attendance/Members Approved minutes with Courtney's edits	Sarah Wuethrich
	Treasurer's Report Checking \$80,748.92 Savings \$40,143.33 Cris provided details on the checking decrease following the meeting: <ul style="list-style-type: none">Employee expenses - We pay Courtney ~\$7k/mo. when you consider salary, insurance stipend, payroll taxes, etc. We also added \$4500 for Rochelle in the time period.Computers - We bought two new computers, \$3k+Map printing - a couple grand here\$500 to videographer and photo project	Cris Carter
	Executive Director's Report <ol style="list-style-type: none">Sponsorships \$21,500 total. Casa Cristal and American Ag Credit are considering \$5K levels. In discussions with BBSI and World Cooperage. On track toward \$30K goalPinot Fest, May 20-22, 2022 Conflict with Healdsburg Food & Wine happening the same weekend? Lodging in AV is already an issueWhite Wine Weekend, February 19-20 26 wineries signed up, 250 tix available, including the assumption that half of four and six top tables will go to two people. Looking at Saturday only pass (\$85 vs. \$130 weekend)Membership Drive Invoices went out this week. Team filled out vineyard membership forms for them b/c they had most the info. We are late sending dues bills out, so need to push due date a couple weeks. Dues wines go to Handley.Video & Photo Project Coming soon. In editing.Website Move to WordPress Courtney did a drive through of web site in almost final form.<ol style="list-style-type: none">Will need help (or more time) with soliciting out of valley varietals and BOD bios/photos	

	<p>b. BOD to send bios/photos before next meeting</p> <p>VII. Sub-Committee Update:</p> <p>a. Environmental – 2nd Thursday/month (Goal: Identify regional health goals and determine how to engage with our members and move towards goals) Invited Linda MacElwee, identified a winery and vineyard hold certification that may be of interest to members. At some point they'd like to see a dedicated page on sustainability on site? Discussion of "carbon farming" and learning about it</p> <p>b. Vineyard – 3rd Tuesday/month (Goal: Identify Vineyard Member Education & Networking Opportunities)</p> <p>Travis Foote appointed as vineyard point person for Pinot Fest discussion</p> <p>March water workshop. Andrew Beebe will lead and Casa Cristal offered a person who can write, polish and publish agriculture newsletters if needed. Will work with MWI on event.</p> <p>Labor law and vineyard workshops in the works.</p> <p>Thanks to JEFF J for writing 2021 vintage recap.</p>	
	<p>New Business</p> <p>I. 12/9 General Meeting – Tradeshow / Soup Soiree / Location TBD Committees give updates. Use rest of meeting to mix and mingle. Talk to sponsors about having a table. Jeff J will check if Scharffenberger dining room available as location. Goals for next year.</p> <p>II. Janis McDonald Former ED, husband passed away suddenly. AVWA making donation to Comptche Volunteer Fire Dept in her husband's name.</p> <p>III. Regional Tasting (pre-General Meeting)</p> <p>IV. Sponsorships</p> <p>V. 2022 Election Nobody running against existing board. Courtney to email out vote</p> <p>VI. Working Board Roles Sarah: taking on auction committee, writing up benefits package and employee handbook, present to exec board then board. Chris L: take a more active role on big events, working through whole budget for Pinot Fest. Being active participant in events themselves, helping Courtney. Jeff J: Help harass winery members for dues and dues wines. Rope them into General Meeting, etc. Norm: Can corral vineyard folks on dues and meetings. Will participate in vineyard sustainable farming (Environmental) committee. Travis (handing baton to Ramon): This role can take an active role in planning and marketing two major events where hospitality rep can lean in. Could use a marketing committee. Ramon does that for County.</p>	

	<p>Old Business</p> <ul style="list-style-type: none"> I. Office relocation (glass racks) Norm has taken space and perfect for conference room table/chairs/desk/computers... \$300 per month. Some overflow storage space. Across from Jack's Valley Store. II. 2021 AV Growing Season and Harvest Report Jeff did it. III. Benefits Package/Employee Handbook In the works by Sarah. IV. Sustainability V. Monthly AVWA Socials: next one December 9th General Meeting 	
	<p>4:30 PM - Origins Council Presentation</p> <p>Brian Adkinson & Jim Roberts (Madrones/Brambles), Genine Coleman, Forming association that represents our region, generally the Anderson Valley area. Around 50-60 state cultivation licenses in Anderson Valley area, more in Comptche area, Mendocino Ridge. Brian & Jim have retail, distribution, manufacturing at Madrones. Only 12 with annual license in CA.</p> <p>Goal to form association with legacy farmers and cultivators in the area. Appellation project which Genine is involved with. Started in 2016. Working with Senator McGuire, through Tom Rodriguez met Richard Mendelson, Napa Valley Vineyards advisor. Have found unity with wine industry, with respect for vision of world class system. Five years in the making. Rulemaking ongoing and complex. Wrapping up with policy development side. In parallel working with farmers in research and development with appellation provisions when rolls out. Partner with local appellations in historic regions, legacy small scale producers (1/4 acre or less). Looking for statewide baseline for cannabis production. Looking at cannabis planted in ground with full sun. From their perspective important that industries (wine and cannabis) work together to maintain integrity.</p>	Jim, Brian,
	<p>Next meeting- 2:30 Tuesday, December 7th, 2021, Zoom</p>	
	<p>Adjourn Meeting</p>	

- 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; ^[1]_{SEP}Elected biennial during odd number years.
- ii. **VICE PRESIDENT.** Presides over meetings when the President is absent and oversees event committees; ^[1]_{SEP}Elected biennial during even number years.
- iii. **TREASURER.** Collects membership dues, verifies membership to Secretary, monitors expenditures against budget, maintains bank accounts. ^[1]_{SEP}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; ^[1]_{SEP} 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; ^[1]_{SEP}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; ^[1]_{SEP}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