



Santa Barbara Vintners Board of Directors Meeting

Tuesday, July 15, 2025 | 10am – 12pm

LaBarge Winery

MEETING NOTES

IN ATTENDANCE: Pierre LaBarge, Steven Gerbac, Dan Glaeser (Zoom), John H. Haan, Jr. (Zoom), Keith Saarloos, Amy Christine, Denise Shurtleff, Mike Testa, Chase Carhartt, Brooke Christian (Zoom)

Item 1: Call to Order

- Meeting called to order (10:16am)

Item 2: Approve Minutes

- May 2025 Meeting Minutes carried to September 2025 Board Meeting

Item 3: Public Comment

- No public online or in person for comment

Item 4: Finances

- Dan provides update on financials for organization for July 2025
 - a. He and Alison are meeting with bookkeepers
 - Seeking one that specializes in BID funding
 - In the middle of tax season and will talk further in coming days
 - b. Draft Budget
 - Created a draft budget from last year's actuals
 - 51% will be used for marketing with BID funding
 - Shared line-by-line expenditures
 - Business Member dues can be used for non-BID focused spending
 - This is a specific review and not a full financial audit
 - c. Office Space
 - Interest in SBV having an office again
 - SBV has not had one since COVID
 - Could potentially combine office & storage
 - Can house Board of Directors meetings
 - Under Board advisement
 - Making sure the estimate reflects the whole state of CA
 - We have relayed a reasonable & conservative number throughout process
 - ii. Payment portal is being developed by HdL for wineries

Item 5: CEO Update

- Alison provides update on the organization for July 2025
 - a. HdL Collection Update
 - Working through issues with both HdL & SBV
 - We are making sure our data is aligned
 - Actual numbers on money collected is forthcoming
 - b. Grant Writing
 - We are working with a local grant writer to apply for CDFA Specialty Crop Block Grant
 - There is a second CDFA grant that we will consider applying for as well
 - c. Brown Act Compliance Process
 - All SBV meetings are now open to public since BID was formed by Santa Barbara County Board of Supervisors
 - Meeting agendas for Board of Directors & Committees will be posted 72 hours ahead of time
 - d. Annual Meeting Outline
 - Pierre will do introductions, followed by board members speaking about committees
 - Alison – Walk through organization and upcoming strategy and budget
 - SBVF will have a speaker to give update on their organization
 - e. Board Committees Progress Reports
 - a. Transition & Strategy Committee (Jason, Pierre, Alison)
 - No updates currently
 - b. Marketing Firm Selection Ad Hoc Committee (Keith, Kevin, Chase, Brooke)
 - 5 firms presented to members of committee & membership
 - Videos available to download and view
 - Will compare costs of all firms
 - Goal: Double DTC sales in five years
 - Joining actual Marketing Committee will be evaluated
 - c. Events Committee (Amy, Emily)
 - Working on Vintners Festival
 - **ACTION:** Event Committee proposes that there should not be a charge to participate in an event if it makes money (i.e. Vintners Festival)
 - Pierre makes the motion
 - Amy seconds
 - Unanimous approval
 - Hope to have a consumer event in Santa Barbara in the winter, LA in spring
 - Will send a survey out to membership before next Board meeting
 - Adding members to committee
 - d. Finance Committee (Dan, Alison)
 - No updates other than what was shared during financials
 - e. Board Committee (Steve, John)
 - Reviewing strategic plan & by laws and hope to have updates for Board
 - f. Membership Committee (Pierre, Phil)
 - Committee will meet in August
 - Recruiting new members
 - Will work on survey with members of the committee

Item 6: Meeting Adjourned

- Meeting adjourned at 12:27pm