



Santa Barbara Vintners Board of Directors Meeting

Tuesday, May 20, 2025 | 10am – 12pm

Brave & Maiden Estate

MEETING NOTES

IN ATTENDANCE: Pierre LaBarge, Steven Gerbac, Jason Djang, Dan Glaeser, John H. Haan, Jr. (Zoom), Keith Saarloos, Amy Christine (Zoom), Nicholas Miller, Kevin Gleason, Denise Shurtleff, Mike Testa, Brooke Christian

Item 1: Call to Order

- Meeting called to order (10:11am)

Item 2: Approve Minutes

- Approve April 2025 Meeting Minutes
 - a. Kevin makes motion
 - b. Mike makes second
 - c. Unanimous approval

Item 3: Finances

- Dan provides update on financials for organization for April 2025
 - a. He and Alison are meeting with bookkeepers
 - Seeking one that specializes in BID funding
 - b. Nonprofit Fiscal Audit: Not required until \$2 million annual operating budget
 - County wants an review of how the funds are spent
 - This is a specific review and not a full financial audit
 - c. HdL
 - i. Calculations from the firm on the value of the industry were not accurate
 - 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 4: CEO Update

- Alison provides update on the organization for April 2025
 - a. General Updates
 - Working with Must Writing on Grant Strategy development to increase funding
 - Appear to be some opportunities for market research but might not make the timeline
 - b. Wine BID update
 - No further issues with the POS systems; no customer complaints to date
 - c. Board Committees
 - 1. Progress Report

- a. Transition & Strategy Committee (Jason, Pierre, Alison)
 - Committee proposes new mission statement
 - Board provides feedback and committee will make updates
- b. Marketing Committee (Keith, Kevin, Brooke)
 - Continue to interview marketing firms
 - Pivoting to consider a more strategic approach whereby we put together our own team
 - Pursuing dates for firms to come to region
- c. Events Committee (Amy, Emily)
 - Planning events for upcoming year and beyond
- d. Finance Committee (Dan, Alison)
 - See above
- e. Board Committee (By-laws, governance, open seats, elections, etc.)(Steve, Nicholas)
 - Steve is interviewing members that would like to be considered for board seats
- f. Membership Committee (Pierre, Phil)
 - Approach committee with customer service focus
 - Communication to membership is key and working on strategy
 - Share behind-the-scenes strategies and work
 - Brooke proposes a survey to assess customer satisfaction: will follow up with him
- d. Staffing: Emily Byram planning to join association full-time on September 1st
 - Plan to sell part of her time back to Foundation
- e. Sunstone Mixer & Educational Tasting: April 23rd
 - Meeting went well with good turnout
- f. Annual Meeting: July 23rd @ Fess Parker
 - Present strategy and budget
 - Committees present their plans

Item 5: Events

Update from Emily on upcoming events

- a. Golf Tournament
 - Amazing turnout
 - Tickets were sold out
 - Alisal is a great partner
- b. Health & Wellness Fair
 - August 2nd in Santa Maria
 - Hoping to increase attendance
- c. Vintners Festival
 - 75 wineries signed up
 - We will be able to accommodate them
 - Wineries will be invoiced

Item 6: Meeting Adjourned

- Meeting adjourned at 11:49am