



Santa Barbara Vintners Membership Committee

Time: August 26, 2025, 11:00 AM Pacific Time (US and Canada)
Location: Clementine Carter Wines, 388 Bell St, Los Alamos, CA 93440

Meeting Minutes

IN ATTENDANCE: Pierre LaBarge, Sonja Magdevski, John Bailey, Phil Carpenter

1. Call to Order: 11:05am
2. Establish quorum (3 for quorum): Quorum established
3. Public Comment available for items either included in the agenda or not included (3 minutes per person)
 - a. No public comment
4. Introductions (all members)
 - a. All members introduced themselves
5. Review committee responsibilities
 - a. Phil shared the portion of the SBV Strategic Plan regarding the Membership Committee
 - b. Keep business recruitment in mind
 - c. DTC sales & providing value to all the members
 - d. Always be transparent
 - e. Sonja volunteered to help with communications
6. Establish a regular meeting schedule
 - a. How often we meet: quarterly
7. Recruitment of members to committee
 - a. Committee discussed potential members
 - b. Phil will provide application to anyone who is interested
 - c. Refer potential members to Phil
8. Membership Educational Tastings
 - a. Review 2025 tastings
 - i. Reviewed current tastings
 - b. Recruit host wineries for 2026 tastings
 - i. Committee decided the following months are better for tastings: February, April, May, August, November, December (sparkling/holiday party)
 - c. Tasting formats & themes
 - i. Multiple formats discussed
 - ii. We will discuss more in next meeting

9. Seminars

- a. Review potential seminars & subjects
- b. Sonja volunteered to recruit subject matter experts for seminars based on topics we discussed
- c. Sonja offered to host

10. Membership Survey

- a. Discuss a potential survey for all members of Santa Barbara Vintners
- b. Gauge membership's interest in hosting educational tastings, seminars & other events
- c. Phil will construct a Google Form for survey and share with committee members

11. Hilton Santa Barbara Beachfront Resort

- a. Present information on opportunity: Phil shared benefits with committee
- b. Determine how to establish priority on Wishlist: Based on results of survey and let Hilton staff pick wineries on respondents.

12. New Business: None

13. Adjournment: 12:24pm