



Santa Barbara Vintners Board of Directors- Marketing Committee Agenda

Time: November 25, 2025, 2:00 PM Pacific Time (US and Canada)
Location: Roblar Winery, 3010 Roblar Ave, Santa Ynez, CA 93460 (Upstairs Members Lounge)
Zoom Link: <https://us06web.zoom.us/j/5724212160?omn=84763852786>

The Santa Barbara Vintners currently provides in-person participation for public comment at the physical location of the board meeting shown above, which changes monthly.

Board Members *only* may use the Zoom link to participate remotely through our teleconferencing site at the location listed above.

Call to Order Kristina Caruso 2pm

1. Public Comment available for items either included in the agenda or not included (3 minutes per person).

Committee Activity Review Kristina Caruso/Alex Gerberick 2:05pm

2. Agency Updates & Discussion
 - a. Bi-weekly status calls to include marketing committee representative
 - b. Zimmerman update - Kristina to recap PR documents with details of their work to date and in progress)
 - c. KWSM -Discuss evaluation process for digital campaigns (i.e. requesting dashboard to monitor, establish regular cadence for reporting metrics, etc.)
3. Communication Plan
 - a. Marketing Committee to provide monthly recap of work being done by agency teams to membership

- b. Additional ways to provide transparency to membership to be discussed
 - i. Posting external facing status reports online
 - ii. Sharing/presenting case studies of results (outside of monthly recaps)
 - iii. Offering 'Office Hours' to members who wish to discuss in greater detail or ask questions/have concerns (Kristina Caruso and Alex Gerberick will field the requests)

4. Additional Resources for Membership

- a. Developing Marketing Tool Kit -discuss what is to be included and how to distribute
- b. "Make the Most of the BID" tips to be shared/presented in Q1 2026
- c. Rationale for PR vs. Advertising as our area of emphasis in Year 1
- d. Previously mentioned Office Hours
- e. PR monitoring 'heads up' sent to featured wineries or areas are highlighted in organic press coverage

5. Meeting Adjourned

Alex Gerberick

3pm

Upcoming Committee Meetings will be held as needed, on a quarterly basis at a minimum. Agenda will be posted on the website 72 hours in advance of the meetings.