



Santa Barbara Vintners Board of Directors Meeting

Tuesday, October 21, 2025 | 10am – 12pm

Brave & Maiden Estate

MEETING NOTES

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

NOT IN ATTENDANCE: Chase Carhartt

Item 1: Call to Order

- Meeting called to order (10:05am)

Item 2: Approve Minutes

- Approve September 2025 Meeting Minutes
 - a. Motion made: Kevin
 - b. Second: Kristina
 - c. Unanimous approval

Item 3: Public Comment

- No public comment, online or in person

Item 4: Finances

- Dan provides update on financials for organization for September 2025
 - a. Expenses in line for the month
 - b. November 15th is tax day for organization
 - c. SBVA EIDL Loan is active debt
 - This was setup during COVID and saved organization
 - Balance used to pay Civitas for BID expenses
 - PPP was forgiven
 - d. New bookkeeping firm is helping with collection of BID payments
 - e. They are working with HdL to make sure our records are current
 - f. Will reassess BID collection vendor in 2026; HdL is not proving to be very capable
 - Other Wine BID organizations use a private accounting firm
 - g. Consequences of non-payment of BID should be expanded
 - More official follow up on payments: certified letter, in-person community visit by Board Member, etc.

Item 5: CEO Update

- A. The Zimmerman Agency / KWSM Visit
 - Intensive tour through our region to onboard their staff: Senior Vice President & Account Manager
 - Agency is already generating multiple PR leads for members
 - KWSM: Stephen Wagner accompanied and is already familiar with region due to previous work with organization
 - Stephen is also a sommelier
 - Jancis Robinson will come through SBC on her way to Napa for seminar
 - SBV working with her team to coordinate visits, meals, etc.
 - Alison & Phil will go to Napa for California Wine Institute's Global Buyers Marketplace
 - Marketing Agency Selection Ad Hoc Committee: Focus on creating permanent Marketing committee & review applications
- B. Board Committees
- 1. Progress Reports
 - A. Transition & Strategy Committee: No updates
 - B. Marketing Committee
 - Recently met with KWSM
 - Creative was shared in presentation
 - Committee relayed feedback and new assets will be created
 - C. Events Committee: No updates
 - D. Board (by-laws & Brown Act)
 - Steve & AJ have been researching Community Benchmark & WinePulse for metrics
 1. Recommend \$199/month with WinePulse
 2. This is new fee after Commerce7 bought WinePulse
 3. At least 75 wineries/clients in our region
 - This service will go live in a few months
 - E. Membership Committee
 - Membership committee meets in November: Quarterly meetings
 - Membership survey sent to all members & responses collected
 - Sharing results with members at November meeting
 - Upcoming seminars sent to membership
 - Membership Committee to discuss Associate Winery Membership for wineries that are outside of SBC but want to be part of the organization
 - Membership Educational Tastings to be discussed and decided
 - Follow up with wineries
 - F. Advocacy Committee: no updates

Item 6: Events

- Vintners Festival took place on October 18th
- The whole event went smoothly and was widely considered a success
- Consumers & vendors relayed great feedback
- Ticket sales were slightly down
- Digital marketing ads were retooled leading up to event
- Ticket prices did not change this year

Item 7: Meeting Adjourned

- Meeting adjourned at 12pm