



## Santa Barbara Vintners Board of Directors Meeting

Tuesday, September 23, 2025 | 10am – 12pm

Crown Point Vineyards

### MEETING NOTES

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

**NOT IN ATTENDANCE:** Denise Shurtleff

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#### Item 1: Call to Order

- Meeting called to order (10:02am)

#### Item 2: Approve Minutes

- Approve May 2025 Meeting Minutes
  - a. Motion made: Amy
  - b. Second: Jason
  - c. Unanimous approval
- Approve July 2025 Meeting Minutes
  - a. Motion made: Amy
  - b. Second: Jason
  - c. Unanimous approval

#### Item 3: Public Comment

- No public online or in person for comment

#### Item 4: Finances

- Dan provides update on financials for organization for August 2025
  - a. Organization is now spending less than it is taking in this year
  - b. BID payments are now being deposited into bank account
  - c. Still chasing outstanding wineries
    - Have hired Blue Isle Bookkeeping to assist with collections, although it is the responsibility of the County, ultimately
- Draft Budget for 2025-2026
  - a. Alison presents a budget bases on \$1.2million, down from \$1.5million
  - b. Fiscal year: August – August format, since this represents a single year of total BID funding, even though the BID began in April 2025
    - This format picks up 3 triple pay period months, causing a discrepancy
  - c. Alison met with Dan, Andrew & Kristina to discuss budget prior to Board Meeting

- d. A cash flow chart has also been created to forecast for as many upcoming expenditures as possible
- e. Due to BID, insurance costs have gone up significantly due to mandatory requirements of the County
- f. Additional revenue exists that is not related to BID: Business memberships, grower/vineyard membership, events, etc.
- g. SBV still has reserve funds left over from prior financial structure
- h. Staff=25% of funding
- i. Organization will create an new website that is industry focused
  - Industry website will help with Brown Act compliance & sharing information with membership
- j. Adding a tracking program: Community Benchmark vs Wine Pulse, which was recently purchased by Commerce 7; Steve Gerbac is researching best wine analytics program
- k. Mission SB is not a DTC focused event and this year, will not be funded by BID
- l. Wholesale/trade events will be analyzed on a case-by-case basis to determine if appropriate to be funded by BID dollars
- m. Membership has been informed that events like this will incur a fee

#### Item 5: CEO Update

- A. Review HdL collections process mentioned above
- B. Strategic Plan
  - Sections of the strategic plan have been sent to committee chairs to update
  - ACTION: Once all updates are received, send strategic plan to members
    - Motion made: Pierre
    - Second: Jason
    - Unanimous approval
- C. Grant Application
  - Alison, Phil & Grant Writer have applied for CDFA Specialty Crop Block Grant
  - SBV reviewing a multi-state grant opportunity
- D. Eureka NYC Event
  - “No one has more clout and cache in California than Santa Barbara right now.”
  - Alison attended the California Wine Institute (CWI) event in New York City
  - Four vintners attended
  - Very effective event and vintners happy
- E. Board Committees
- 1. Progress Reports
  - A. Transition & Strategy Committee: no updates
  - B. Marketing Committee
    - Monitoring the BID payments and proceeding on best path based on revenue
    - Funds cannot be held back according to MDP
      - 1. Cannot “war chest” marketing funds from BID under current MDP
    - With the funds SBV does have, a holiday marketing/PR campaign can be executed
    - May be something we can explore with Board of Supervisors in the future
    - If this ever comes to fruition, Kristina can help with messaging
    - Committee proposes we utilize KWSM for digital marketing for the short term/holiday campaign

- SBV has previous experience with the firm through CDFA grant & Vintners Festival; they are familiar with our organization & region
- Propose utilizing Zimmerman for PR
- ACTION: Propose Board approve executing a holiday campaign with BID funds
  1. Motion made: Pierre
  2. Second: Amy
  3. Unanimous approval
- ACTION: Propose SBV approve Zimmerman as PR firm
  1. Motion made: Kristina
  2. Second: Pierre
  3. Unanimous approval
- ACTION: Propose Board approve KWSM as digital marketing firm
  1. Motion made: Brooke
  2. Second: Jason
  3. Unanimous approval
- C. Events Committee
  - See update on Vintners Festival
- D. Board (by-laws & Brown Act): no updates
- E. Membership Committee
  - Membership committee met in August
  - Agreed to send a survey to membership to ask membership to host Membership Educational Tastings, seminars, and subjects to cover
  - Created a new Membership Educational Tasting schedule
- F. Advocacy Committee: no updates

#### Item 6: Events

- Vintners Festival is a month away
- Ticket sales are down
- Ramping up digital marketing with new content
- Ticket sales usually increase in last week before the event
- Goal of 1,200 sold, but will fall short
- Adding new activation called “Wine Camp”

#### Item 7: Board Enters into Closed Session

#### Item 8: Meeting Adjourned

- Meeting adjourned at 12:15pm