



## **Santa Barbara Vintners Board of Directors- Marketing Committee Agenda**

**Time:** January 29, 2026, 1:00 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/my/sbvintners?omn=82571804049>

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	1pm
<ul style="list-style-type: none"><li>• Approve Minutes (8 for quorum)</li><li>• Public Comment available for items either included in the agenda or not included (3 minutes per person).</li></ul>		

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|---|--------------------------------|--------|
| 1. Committee Activity Review  | Kristina Caruso/Alex Gerberick | 1:05pm |
| 2. Agency Updates & Discussion  |                                |        |
| <ul style="list-style-type: none"><li>• Temecula Case Study – What We Can Learn<ul style="list-style-type: none"><li>• Overview of Temecula’s marketing approach</li><li>• Key takeaways applicable to SBVA</li></ul></li><li>• Target Audience Definitions</li></ul> |                                |        |
| 1. Review of priority target audiences, alignment with marketing and PR strategy  |                                |        |
| 2. Discussion   |                                |        |

3. PR Scoring System for KPIs – Purpose, Criteria & Methodology

- Purpose of implementing a PR scoring framework
- Overview of evaluation criteria
- Methodology and how results will be used for KPI reporting

4. Communication Plan

Kristina Caruso/SBV Staff

- Vintners Connect – Timing Update
- Marketing Resource Projects – Member Rollout Schedule
  - Overview of marketing resources in the works
  - Timeline for rollout to membership
  - Coordination and communication considerations

5. Budget

Kristina Caruso / Alison Laslett

- Topline review of cuts to marketing budget
- Rationale on why these areas were cut
- Next steps

Meeting Adjourned

Kristina Caruso

2:30pm

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.