



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
	• Approve Minutes (8 for quorum)	
	• Public Comment available for items either included in the agenda or not included (3 minutes per person).	
1. Committee Activity Review	Kristina Caruso/Alex Gerberick	1:05pm
2. Agency Updates & Discussion		
	• Temecula Case Study – What We Can Learn	
	• Overview of Temecula’s marketing approach	
	• Key takeaways applicable to SBVA	
	• Target Audience Definitions	
	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.