



## Santa Barbara Vintners Marketing Committee Meeting

Tuesday, November 25, 2025 | 2:00 pm – 3:03 pm

Roblar Winery & Vineyards

### MEETING NOTES

**IN ATTENDANCE:** Alex Gerberick (Zoom), Kristina Caruso, Brooke Christian, Alison Laslett, Philip Carpenter, Chase Carhartt, Emily Byram

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#### Item 1: Call to Order

- Meeting called to order (2:01 pm)
- No public comment

#### Item 2: Agency Updates and Discussion

- Kristina Caruso will be the Chair of the permanent Marketing Committee.
- Alex Gerberick has joined Marketing Committee
- Agency updates are handled through bi-weekly status calls, with Zimmerman & KWSM; they will be attended by Alison, Phil, Emily, and Kristina
  - Kristina will be the liaison to the rest of Marketing Committee
- Agency to provide winery-facing updates via Vintner's Connect, log-in required.
- Zimmerman updates:
  - As a large agency, they have a broad network of outlets to tap into, which is why we made them our agency of record; members have been able to experience their reach through the many opportunities that are being offered.
    - We will explain to membership why we prioritized PR over advertising
    - We will ensure PR updates are available to members and committee so they can see what's happening behind-the-scenes
  - Upcoming angles in development: sparkling feature for holidays, Damp January, Women's History Month, 40 under 40
  - Process of replying to PR opportunities is changing, switching to Google Form vs replying directly to email
  - 90-day PR plan, will add to Vintner's Connect
- Vintner Connect
  - Membership website has been built on Squarespace as an industry communication tool
  - Concerns around UX were shared
  - Hope to position this as the go-to resource for members to get their info
- Thoughts around evaluation of digital campaign
  - Not enough time has elapsed to evaluate ads or agency
    - October for Zimmerman was to orient them to SBC wines and wineries
    - October for KWSM was to develop ad campaign

- November was when things kicked off for both
    - Moving forward, 10<sup>th</sup> of each month marks when we will have report from both agencies
    - 15<sup>th</sup> of each month, update goes out to wineries from Alison and Kristina
  - Receiving less money than anticipated from BID; will reassess in Jan/Feb how much we can continue to put towards marketing and KWSM (their contract is 3 months).
- KWSM creative process
  - Brooke Christian: Disappointment shared re: quality of design and messaging
  - Concerns about specifics of individual brands messaging and look and feel being better than the current creative for region.
    - It was noted that due to time constraints, we gave them assets, gave them a tagline, and did not have timeline to create photographs or custom video, they were working with tools we gave them.
  - Quick pulse-check on which ads are succeeding most – proximity one was least successful at the moment, “renegade” and “independent af” were most successful at the moment
  - Overall note is timing was rushed this time around due to the holidays
    - No money currently for marketing agency in Q1
    - Interest in planning a marketing campaign now for when the funding is available
  - Vintner connect will eventually have an asset library that goes both ways: wineries can use photos from SB Vintners, SB Vintners can use assets for regional branding.
    - Some sort of DAM? Bynder? Tagging functionality? The tech will have to be established to support this.
  - Questions around assets needed for Q1
    - Cal Poly, UCSB other budding photographer, videographer?
    - What is approval process like?
      - In last campaign, committee voted on 20+ items selecting 5 currently in play
    - Do we need to meet in Dec. to get campaign idea set to plan for asset generation or ask?

### Item 3: Communication Plan

- Additional ways to provide transparency to membership
  - External Vintner Connect website will help communicate with members
  - Case Studies will be added to Vintner Connect on Press Hits to showcase significant wins (Jancis Robinson)
- Office Hours – Kristina Caruso and Alex Gerberick will be available to get members up to speed; this will give them a place to be heard, provide context, explain choices, etc.
  - Standing time period at bottom of monthly status recaps
  - FAQs page can be built from commonalities between what Alison and Phil typically receive via email
  - Calendly, or other tool can be used for scheduling, Kristina to prioritize making timing work

### Item 4: Additional Resources for Membership

- Marketing committee committed to providing additional value add
  - Develop marketing toolkit – 5 things easy ways for people to be more strategic with their brand.
- PR vs Advertising: send explanation to members and put on website
  - Dollars stretch so much farther
  - Earned media
  - Many benefits, small budget
  - Reach
  - Balance for opportunities for vintners to engage, vs
- PR monitoring by Zimmerman, sharing that with us monthly, we’re sharing that out too.

Item 5: Meeting Adjourned

- Meeting adjourned at 3:03 pm Alex Gerberick