



Santa Barbara Vintners Board of Directors Meeting Agenda

Time: April 21, 2026 10:00 AM Pacific Time (US and Canada)

Location: Rusack Vineyards Residence, 1825 Ballard Canyon Rd, Solvang, CA 93463

How To Provide Public Comment:

- In Person: Provide in-person public comment at the meeting.
- Written Comment: Submit a written comment by 12:00 PM the day before the meeting (as either a general public comment or on a specific agenda item) by either submitting your comment via (1) email to Phil@sbcountywines.com, or (2) in a writing mailed to the District at 140 W. Hwy 246, #1059, Buellton, CA, 93427, attention Board Secretary. Please reference the agenda item to which your comment pertains. Although written comments become part of the record, they will not be read aloud at the meeting.

1. Call to Order

2. Roll Call

3. Closed Session Pursuant To Government Code Section 54957

- a. Public comment on closed session agenda items
- b. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION (Gov. Code Section 54956.9(d)(2): 2 matters
- c. Reconvene to open session to report action (if any) in closed session

4. Announcements Regarding Santa Barbara Vintner's Business

5. Reports From CEO, GM & Events Director

- a. CEO Report
 - a. Japan 2026 Trip
 - b. Nominating Committee & Board Elections
 - i. Kristina Caruso Announcement
 - ii. Board size currently 15

- iii. Pierre will appoint nominating committee as per bylaws
- c. Annual Meeting – June 24th
 - i. Need location
- b. Events Director Report
 - a. Mission SB
 - b. Vintners Festival
- c. General Manager Report

6. Public Comment. Time reserved for the public to address the Board of Directors relative to matters of the entity's business not on the agenda. Comment time regarding specific agenda items will be available during consideration of the particular agenda items. (3 minutes per person, President has discretion to adjust as necessary).

7. Consent calendar. The following items can be approved by a single action of the Board. Items requiring additional discussion may be withdrawn from the listing and addressed in separate actions. If you wish to speak on a consent calendar item, please do so during the public comment period provided at the beginning of this item.

- a. Approval of the minutes for the November 2025 meeting
- b. Approval of the minutes for the December 2025 meeting
- d. Approval of the minutes of the January 2026 meeting
- e. Approval of the minutes of the February 2026 meeting

8. Discussion / Action Items. The Board will discuss and may take action on the following items.

- a. **Finances** (Alison Laslett/Dan Glaeser)
 - i. Standard financial reports – Balance Sheet, Statement of Activity
 - ii. Draft Budget for 2026-2027
- b. **Resolution No. 26-01** – A Resolution of the Board of Directors of Santa Barbara Vintners Establishing the Place of its Regular Meetings to the End of Fiscal Year 26-27.
- c. **Formal Demand to Cure and Correct Brown Act Violations and Cease and Desist** (Jena Acos, Brownstein Hyatt Farber Schreck)

i. Resolution No. 26-02 Resolution of the Board of Directors of Santa Barbara Vintners Responding to the Formal Demand of M. Allen With an Unconditional Commitment to Follow the Brown Act

ii. Provide additional direction as desired

d. Committee Progress Reports

i. Marketing Committee (Kristina Caruso)

e. Dissolution of Committees

f. Consider submitting a letter of support to CAWG & Family Winemakers on AB1585 (American Wine bill)

g. Consider approval of revised 2025-2026 budget

9. Other Business

10. Adjournment

Regular Board Meetings are held the 3rd Tuesday of the month at 10am; agenda will be posted on the website 72 hours in advance of the meetings, publicly at the meeting location as specified in Resolution No. 26-01.

Persons with disabilities who require any disability-related modification or accommodation in order to participate in the meeting are asked to contact the General Manager at least two (2) days prior to the meeting by telephone at (805) 688-0881 or by email at phil@sbcountywines.com.



Santa Barbara Vintners Board of Directors Meeting

Tuesday, February 24, 2025 | 10am – 12pm

Crown Point Vineyards

MEETING NOTES

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

Call to Order

- Meeting called to order (10:03am)

Item 1: Approve Minutes

- Approve January 2026 Meeting Minutes
 - Motion: Kevin Gleason
 - Second: Keith Saarloos
 - Unanimous approval

Item 2: Public Comment

- David DeLaski from Solminer (public comment)

Item 3: Finances (Alison Laslett/Dan Glaeser)

- Standard financial reports – Balance Sheet, Statement of Activity
 - Revised budget for 2025-2026 based on reduced Wine BID income and FY shift to April 1 – March 31
 - Revised figures based on actual revenue collected from the BID
 - Budget has been reviewed by Finance Committee and reflects 10 months of actuals and 2 months of projections; revised budget will be presented to the County
 - Roughly \$1 million/year to use for marketing & PR
 - Alison will work with Marketing Committee on how to proceed with campaigns
- Chart of Accounts is being revised. Will be reflected on upcoming year's budget
 - Board asks how many wineries have not paid into the BID
 - 45-50 wineries unpaid according to staff

- HdL handles collections for a 40% fee, which is why they delayed two payment cycles before collecting
- Board asks if SBV staff can contact unpaid wineries
 - a. Staff reminds Board that the County of Santa Barbara holds the contract with HdL and SBV is not in a position to engage in any collections or payment process
 - b. County is working with HdL to get wineries to pay into the BID
 - c. HdL is contacting wineries about their payments, or lack thereof
 - d. Staff will discuss again with the County possible consequences of non-payment:
 - i. Typically, non-payers are taken to court and forced to pay
- SBV can also use another firm, i.e. private bookkeeping firm to execute BID & collect if HdL continues to underperform;
 - a. Staff can discuss a new collections company with the County in the upcoming year
- Brooke & Kevin are interested in contacting unpaid wineries to encourage participation in the BID via payments
 - a. Will coordinate with SBV staff
 - b. Are reminded again this cannot be any form of collections, but is instead a call from a peer to encourage participation in the District
- Highest percentage of money in budget is for marketing
 - a. Wineries are aware of this from Management District Plan
 - b. Any additional collections will go directly to marketing

ACTION: Pierre makes a motion to approve the revised budget

- Second: Kristina
- Unanimous approval

Item 4: CEO Update (Alison Laslett)

1. Brown Act
 - a. Board members to sign that they have reviewed and received the Brown Act policy
2. Board By Laws – updated copy for review
 - We are still learning our new structure and proceeding in good faith to prevent as many hiccups as possible
2. Japan 2026
 - a. Helping County with gifts since they do not have a budget for this and it is culturally important to the Japanese
 - Will involve our PR firm, as well as California Wine Institute’s PR Program
 - Reminder: Trip is paid from reserves
3. Annual Meeting Scheduling

- Since the new Wine Preserve year runs April 1 – March 31, aim for Annual Meeting in mid-May

Item 5: Progress Reports

i. Board – Steve Gerbac

- Upcoming open Board seats planning and discussion
- Five positions are terming off
- Will need to work on transition & onboarding
- Help with interviewing possible candidates

ii. Marketing – Kristina Caruso

1. Vintners Connect launch

- A good resource for district wineries, plus grower & business members
- Our goal is to route users there to see updated information
- Working on learning sessions for district wineries

2. Marketing strategy for FYI 26–27

- Will be determined based on budget
 - Want to make sure dollars are maximized
 - Always seeking more involvement from district wineries
 - Of course, will strive to maximize dollars
- Reminds board that PR is also part of Marketing
- Working on assets for marketing
 - Will consider multi-facing avenues such as airport advertising, hardcopy collateral, etc.

iii. Membership

1. Seminars

- b. Currently have seminars scheduled for February & May
- c. Two more seminars pending

2. Event Selection Policy

- d. Document approved by committee to ensure fairness in venue selections for events;

3. Trade/Wholesale Survey Results

- e. Conducted survey on the relationship of wholesale to DTC success:
 - i. Received 40 responses to survey
 - ii. Results show that wholesale benefits DTC sales
 - iii. Confirmed that all efforts must be made to increase DTC sales, which includes supporting some wholesale that has a direct benefit to DTC

iv. Events – Emily Byram

1. Mission Santa Barbara

- b. May 3-6, 2026
- c. 30 wineries participating

- d. 30 wine buyers attending is the goal amount
 - e. Mapping out locations & panels
 - f. Securing hotels
 - g. Will have a mix of CA and out of state buyers
 - h. Paid from SBV reserve funds, and supported by staff
- b. Foundation President Updates:
- i. Sponsorship opportunities and tickets for Golf Tournament
 - 5th year of the event
 - Hat sponsorship available
 - Rio Vista Chevrolet is sponsoring hole-in-one
 - Mechanics Bank sponsoring putting contest
 - Still have some wine sponsorships available
 - ii. Summer Soiree update
 - New event for Foundation this year
 - Alternative to the Wine Auction
 - More accessible, less formal
 - Bringing the event to the valley: Mattei's Tavern
 - Elevated walk-around tasting
 - Various sponsorships available (corporate, winery, etc.)
 - Hope to curate more small-events throughout the year to receive more regular donations
 - iii. Emily Byram – Wind Beneath Our Wings winner
 - Emily was nominated by members and won the award
 - She will be featured in a movie during the event

Item 6: Meeting Adjourned (Pierre LaBarge)

- i. 11:57am



Santa Barbara Vintners Board of Directors Meeting

Tuesday, January 20, 2026 | 10am – 12pm

Cambria Estate Winery

MEETING NOTES

IN ATTENDANCE: Pierre LaBarge, Steven Gerbac, Dan Glaeser (Zoom), Jason Djang (Zoom), Keith Saarloos, Kristina Caruso, AJ Fairbanks, Denise Shurtleff, Mike Testa, Karen Steinwachs

NOT IN ATTENDANCE: John H. Haan, Jr., Andrew Murray, Chase Carhartt, Brooke Christian, Kevin Gleason

Item 1: Call to Order

- Meeting called to order (10:04am)

Item 2: Approve Minutes

- Approve November 2025 Meeting Minutes
 - Motion: AJ
 - Second: Denise
 - Unanimous approval
- Approve December 2025 Meeting Minutes
 - Motion: Kristina
 - Second: Keith
 - Unanimous approval

Item 3: Public Comment

- No public comment, online or in person

Item 4: CEO Update

- Financial Year Realignment
 - To line up fiscal year with BID, April to April will now be our format
 - Budget will be redone and shared with the board
- BID funds can be used to repay any costs to establish the BID (within five years)
 - Will work with new bookkeepers to determine how much the organization might repay itself each year

Item 5: Discussion: Issue #1:

- How to include trade activities in the BID: Trade activities are an integral part of the business development work of the association.
 - Alison & AJ frame the conversation: Determine how trade/industry/wholesale activities drive DTC; AJ does not think you can even have DTC without trade efforts, it is integral to

the success of the entire industry. Denise from Cambria agrees that trade activities are probably driving a significant portion or in person visits.

- Alison provides examples of trade activities that support the reputation of the SB wine region; having a good reputation state-wide is also important to how other regions perceive us. Outside of our County, we garner a lot of respect and recognition from other regions, as well as the Wine Institute. Attending the trade conferences solidifies that respect: WiVi, Central Coast Insights, California Wine Institute's Regional Leaders meeting
 - Other Wine BID funded regions consider these events Business Development.
- Mission SB: Wholesale focus, but leads to DTC sales since wines are purchased and consumed, which builds the relationship with the region. Eventually, a portion of those who discover the wines outside of the region come visit.
 - Additionally, the wines are sold in restaurant & wine shop settings, further reaching future consumers.
 - It is speculated that very few visitors come to our wine region without having first learned of our wines or tasted them outside of our region.
 - This year, Mission SB will be subsidized by non-BID dollars and funded by participation fees; some BID dollars will pay for staff time.
- Less than 10% of budget will apply to trade ventures
- Keith: Believes his sales are driven almost exclusively by his social media presence and location within LO. The question is raised, where did the consumers who are walking into his tasting room first learn about SBC wines, if not from him?
- Measuring how each marketing and outreach effort leads to direct sales is challenging. Similar to advertising, it would be helpful to have an idea of who much the efforts to educate the industry – somms, distributors, buyers, etc. – leads to DTC sales.
 - Alison proposes a survey to wineries to determine % of wholesale in SBC and get the vintners' perspective on how it leads to DTC sales
 - Membership Committee will work with Alison to build survey
- Conclusion:
 - A survey to assess winery wholesale activity will be sent, which is useful information to have for various reasons.
 - BID dollars may be spent on trade activities that further the reputation of the region and relationship of consumers to the region.
 - The board will not weigh in on each decision regarding a trade activity.

Issue #2:

- AB1585 (American Wine) – CAWG & Family Winemakers have introduced a bill to support all “American” labeled wines include 100% USA grapes. California Wine Institute has concerns this will limit some producers and that the wine industry fluctuates. It has concerns that if there are not enough grapes at some point, producers will want to be able to blend in other designations. SBV has been asked by CAWG to write a letter of support. Given the unusual positioning of the Wine Institute and CAWG being in opposition, staff is bringing this issue to the Board for consideration before they sign a letter.
- Paso Robles & Lodi are in support, with Lodi notably producing the most grapes of the regions
- If passed, only USA grapes could be included in American Labeled bottles
 - No wine from international sites could be included
 - A concern is the new law could increase the price of American labeled wines
 - International bulk wine is currently blended into American wine

- Note that all AVAs and Counties are currently allowed to blend in a certain percentage of grapes that are not from the Appellation or County. CA labeled wines currently require 100% CA grapes.
- The majority of producers at the table hope that if this law goes into effect, AVAs and Counties will actually follow suit and eventually all labels will be “accurate” and without hidden blends.
- The Board agrees that this establishes clarity for consumers.
- **ACTION**: Motion to send a letter of support to CAWG & Family Winemakers on AB1585 (American Wine) bill
 - Motion: Keith
 - Second: Mike
 - Unanimous approval
- Board asks Alison to call California Wine Institute out of courtesy to provide update before the letter is sent.

Item 6: Meeting Adjourned

- Meeting adjourned at 11:55am



Santa Barbara Vintners Board of Directors Meeting

Tuesday, December 16, 2025 | 10am – 12pm

Crown Point Vineyards

MEETING NOTES

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

NOT IN ATTENDANCE: Mike Testa

Item 1: Call to Order

- Meeting called to order (10:02am)

Item 2: Approve Minutes

- Approve November 2025 Meeting Minutes
 - Minutes were not sent. Carried to January 2026 Board Meeting

Item 3: Public Comment

- No public comment, online or in person

Item 4: Finances

- Treasurer, Dan Glaeser provides update on financials for organization for November 2025
 - Dan presented standard financial reports (balance sheet, statement of activity, cash flow)
 - Revenue surpassed last year
 - BID Collections
 - County has not sent certified letters to help with collections
 - County Legal reviewing content of letter
 - Second payment of BID has been received and continues
 - Alison is monitoring budget she previously presented and will adjust based on current collections, which is less than projected
 - KWSM is mid-executing of \$30,000 holiday campaign
 - CDFA grant: Approved for Phase II of the application (final phase)
 - This is a \$500,000 application for marketing & PR
 - 32-month time span

Item 5: CEO Update

- Brown Act
 - Board members to sign that they have reviewed and received the Brown Act policy (sent via e-mail & distributed in person at meeting)
 - Update on Zoom proceedings and public comment
 - Board members may participate via Zoom
 - Public comment is always in person
 - Reminder that all board meetings and permanent committee meetings must have an agenda posted 72 hours on website
 - Directors instructed to sign, scan & e-mail to Phil
 - Reminder that Ad Hoc committees is an exception
- Foundation President of the Board seat on Association Board
 - Pierre is currently on SBVF board
 - Reciprocate for our Board for SBVF president
 - Help organizations work together and share information
 - **ACTION**: Move to approve SBVF President be a non-voting member of the SBV Board of Directors for one year (2026)
 - Motion: Kristina
 - Second: Amy
 - Unanimous vote
- Social Media Management (plan shared via handout at meeting)
 - Regarding content posted on SBV social media channels
 - Content and comments are exclusively to promote the region
 - Recent posts were made that did not align with the mission of promoting the region
 - SBV is allowed to hide or remove content that is detrimental or damaging to the region or the organization or its staff
 - Conversations can take place offline but not on SBV-owned channels
 - **ACTION**: Board of Directors adopt the Social Media Management plan as presented
 - Motion: Denise
 - Second: AJ
 - Unanimous vote
- Board Committees Progress Reports
 - Transition & Strategy
 - Jason discussed hero KPIs & metrics
 - Marketing/PR will be incorporated
 - Committee will report to the board soon with findings
 - Marketing
 - Kristina stated first reports from KWSM & Zimmerman went to membership
 - Kristina also meeting with members of SBC wine industry to educate and help them understand the PR & marketing we're pursuing
 - 2026 Events (Ad Hoc)
 - Emily provided update on 2026 Mission SB
 - Trade event with charge of \$750 (down from \$1,200)
 - Registration form to wineries soon
 - Membership
 - Membership Educational Tastings are all scheduled for 2026
 - WUSATA seminar conducted successfully

- New tier for out-of-county wineries becoming members of SBV is active

Item 6: Meeting Adjourned

- Meeting adjourned at 11:40am



Santa Barbara Vintners Board of Directors Meeting

Tuesday, November 18, 2025 | 10am – 12pm

Coastal Vineyard Care Associates

MEETING NOTES

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

NOT IN ATTENDANCE: Kevin Gleason, Brooke Christian, AJ Fairbanks, Denise Shurtleff

Item 1: Call to Order

- Meeting called to order (10:12am)

Item 2: Approve Minutes

- Approve October 2025 Meeting Minutes
 - a. Motion made: Steve Gerbac
 - b. Second: Chase Carhartt
 - c. Unanimous approval

Item 3: Public Comment

- No public comment, online or in person

Item 4: Finances

- Treasurer, Dan Glaeser provides update on financials for organization for October 2025
 - a. Expenses in line for the month
 - b. Shared balance sheet, statement of activity
 - c. BID Receivables
 - Discussed collections process that was developed at Finance Committee meeting
 - SBV & Blue Isle Bookkeeping firm following-up with wineries to assist with BID payments
 - Pursuing Santa Barbara County to send certified letters to remind wineries
 - Board will consider access to PR opportunities and new member website (vintnersconnect.com) be restricted for non-paying wineries
 - d. Will transfer bookkeepers completely starting on January 1
 - Current bookkeeper has been very helpful with transition

Item 5: CEO Update

- Update on organization for October 2025
 - a. The Zimmerman Agency / KWSM: Opportunities to date – progress report
 - SBV has shared multiple PR opportunities to membership
 - KWSM has been executing on test creative & campaigns
 - Both firms will submit monthly reports starting on December 10, 2025
 - Reports will then be shared with all membership
 - This year, fund wholesale/trade opportunities with non-BID revenue
 - Board members realize we have a market outside of our county
 - b. The Brown Act Board Member Policy – Draft for review
 - Shared document with the Board
 - CA law updated this year
 - SBV does not qualify for full terms of law
 - Board members can participate via Zoom, but public comment must be made in person at meeting venue
 - Will review and revise and bring back to the Board
 - c. Remind wineries to post the Wine Preserve publicly
 - SBV provided a template flyer after BID passed
 - Shared on website and in e-mail campaign
 - Wineries must disclose prior to sale if passing fee to consumer
 - Examples: display in tasting room and/or note on website and menu
 - If fee integrated into bottle price, no need to disclose to consumer
 - d. Board Committees Update
 - Transition & Strategy
 - Committee is meeting on what goals to set regarding revenue and what to send to wineries
 - Will report to Board
 - Marketing
 - Committee is working closely with KWSM
 - Tracking digital ad performance
 - Kristina Caruso is on board, also Alex Gerberick from Presqu'île
 - Working with SBV on VintnersConnect.com
 - Events
 - Committee will meet soon to further discuss Vintners Festival & Mission SB
 - Discuss fee for Mission SB
 - Work on a process to make it as fair as possible for all producers
 - Board
 - Committee is still working on By-Laws
 - Will report back to Board
 - Membership
 - Committee recently met and reviewed survey to determine hosts for 2026 Membership Educational Tastings
 - Phil will secure dates, hosts, themes, etc.
 - Committee shared that wineries outside of SBC are interested in joining SBV and pay 1% like current members
 - These wineries will have all the same benefits as SBC wineries
 - MUST feature ONLY their SBC wines when it comes to events, PR & marketing opportunities
 - Civitas stated this tier of membership is allowed under terms of the law

- **ACTION:** Motion by Pierre LaBarge that non-SBC wineries can join SBV if they self-report and pay the 1% assessment under the same BID terms as current member wineries of the organization
 - Second: Kristina Caruso
 - Unanimous approval
- Advocacy
 - Mike Testa will be focusing on the Ag Enterprise Ordinance and helping streamline the process
 - Rec Master Plan will be monitored

Item 6: Meeting Adjourned

- Meeting adjourned at 11:53am

Statement of Financial Position

Santa Barbara Vintners Association

As of Mar 31, 2026

	TOTAL
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Assets	
Current Assets	
Bank Accounts	
0900 US Bank Checking 0901	3,877.07
0950 US Bank Savings 2238	0.00
0960 American Riviera Bank 1384	274,331.20
0970 American Riviera Bank Savings	124,929.70
0990 3 month CD	0.00
1002 Paypal	879.27
1090 Petty Cash	0.00
Total for Bank Accounts	\$404,017.24
Accounts Receivable	
1200 Accounts Receivable	32,569.50
Total for Accounts Receivable	\$32,569.50
Other Current Assets	
1205 Nightout Reserve	0.00
1210 Due from SBVF	390.72
1299 Undeposited Funds	300.00
1300 Prepaid Expenses	200.00
1310 Clearing.	0.00
1350 Deposits	\$0.00
1355 Workers Comp. Deposit	0.00
1375 Kallman Properties	0.00
1385 Eventbrite Reserve	0.00
Total for 1350 Deposits	\$0.00
QuickBooks Tax Holding Account	319.73
Total for Other Current Assets	\$1,210.45
Total for Current Assets	\$437,797.19
Fixed Assets	
1520 Office Equipment & Furniture	65,482.15
1521 Computer Software	2,880.54
1525 Accumulated Depreciation	-66,865.95
Total for Fixed Assets	\$1,496.74
Total for Assets	\$439,293.93
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Statement of Financial Position

Santa Barbara Vintners Association

As of Mar 31, 2026

	TOTAL
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Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	2,827.90
Total for Accounts Payable	\$2,827.90
Credit Cards	
2003 Amex - Credit Card	-\$51,244.30
2003-1 Alison Laslett	32,462.13
2003-2 Phil Carpenter	2,127.25
2003-3 Emily Byram	0.00
2003-4 Amy Christine	2,403.19
Total for 2003 Amex - Credit Card	-\$14,251.73
Total for Credit Cards	-\$14,251.73
Other Current Liabilities	
2120 Clearing	0.00
2125 Dues Invoiced Prior Year	0.00
2150 Payroll Taxes Payable	0.00
2200del Sales Tax Payable (Do not use)	0.00
2201 Payable to SBCVF	0.00
2220 State Board of Equalization Payable	0.02
Direct Deposit Payable	0.00
Out Of Scope Agency Payable	0.00
Payroll Liabilities	\$28.00
401(k)	-2,324.01
401(k) Catch-up	1,830.74
CA PIT / SDI	0.00
CA SUI / ETT	319.73
Federal Taxes (941/944)	0.00
Federal Unemployment (940)	0.00
ME Income Tax	13.00
Total for Payroll Liabilities	-\$132.54
Pennsylvania Department of Revenue Payable	0.00
Total for Other Current Liabilities	-\$132.52
Total for Current Liabilities	-\$11,556.35
Long-term Liabilities	
2035 SBA Loan 2021	480,524.69
2040 SBA PPP Loan	0.00
Total for Long-term Liabilities	\$480,524.69
Total for Liabilities	\$468,968.34

Statement of Financial Position

Santa Barbara Vintners Association

As of Mar 31, 2026

	TOTAL
Equity	
3030 Opening Bal Equity	0.00
3900 Retained Earnings	-191,011.56
Net Income	161,337.15
Total for Equity	-\$29,674.41
Total for Liabilities and Equity	\$439,293.93

Statement of Activity
Santa Barbara Vintners Association
January-March, 2026

	Total
Income	
4000 Business Membership Dues	29,173.00
4015 Mission SB Wine Camp Income	18,750.00
4650 BID Income	305,205.68
4900 Interest & Dividends	222.03
4920 Interest	388.36
Total for 4900 Interest & Dividends	\$610.39
Total for Income	\$353,739.07
Gross Profit	\$353,739.07
Expenses	
5000 Administrative Wages & Salaries	
5100 Personnel	
5120 Executive Director	
5140 General Manager	
Associates	
Total for 5100 Personnel	\$65,769.24
Total for 5000 Administrative Wages & Salaries	\$65,769.24
5200 Employee Benefits	
5220 Health Care	11,224.90
5260 Workers Compensation	40.89
5270 Retirement Plan Contribution	2,353.86
Total for 5200 Employee Benefits	\$13,619.65
5300 Payroll Taxes	
5360 Retirement Plan Processing Fee	2,125.00
5400 Employee Generated Costs	
5410 Airfair	1,785.13
5420 Lodging	1,162.99
5430 Ground Transportation	223.49
5440 Meals	122.88
5450 Mileage	804.86
Total for 5400 Employee Generated Costs	\$4,099.35
5500 Office Expense	
5510 Rent - Office	625.00
5520 Storage	3,514.00
5565 Membership & Subscriptions	296.04
5570 Telephone	
5572 Office	340.55
5575 Cell	633.62

Total for 5570 Telephone	\$974.17
5585 Gifts	594.33
5590 Office Supplies	194.35
Total for 5500 Office Expense	\$6,197.89
5700 Member/Board Meeting Expenses	14.24
5800 Technology	
5820 Internet Service Expense	268.62
5830 Data Storage	13.97
5840 Website/Email Hosting	316.38
5875 Software Subscriptions	1,647.25
Total for 5800 Technology	\$2,246.22
5900 Postage & Mailing	12.85
6000 BID Event Expenses	
6020 Contract Labor	
6020.20 Event Management	14,475.00
Total for 6020 Contract Labor	\$14,475.00
6070 Permits/Site Fees	279.00
6075 Rentals	
6075.60 Vehicle & Infrastructure	1.50
Total for 6075 Rentals	\$1.50
6095 Misc Event Expenses	11.14
Total for 6000 BID Event Expenses	\$14,766.64
7000 Marketing & Communications	
7001 Industry	
7001.3 Meals	433.04
Total for 7001 Industry	\$433.04
7050 Printing	3,251.28
7050.20 AVA Maps	246.46
Total for 7050 Printing	\$3,497.74
7140 PR Retainer	30,100.00
7150 Website Design and Development	5,400.00
7155 Grant Writer	3,415.00
7510 Digital Media Placement	5,046.43
7523 Social Media Management	3,600.00
Total for 7000 Marketing & Communications	\$51,492.21
7280 Travel Reim - Non Employee	50.13
7600 Professional Fees	
7610 Accounting Fees	2,354.36
7610.10 Bookkeeping	137.50
Total for 7610 Accounting Fees	\$2,491.86
7650 Consultant	11,778.87
Total for 7600 Professional Fees	\$14,270.73
7900 Finance Fees	

7910 Merchant Card Fees	713.93
7915 Bank Charges	15.00
7935 Loan Interest	3,309.21
Total for 7900 Finance Fees	\$4,038.14
Payroll Expenses	
Wages	6,730.77
Total for Payroll Expenses	\$6,730.77
Reimbursements	1,250.00
Total for Expenses	\$192,401.92
Net Operating Income	\$161,337.15
Net Other Income	
Net Income	\$161,337.15

Accrual Basis Friday, April 17, 2026 11:30 PM GMTZ

Draft Budget, Santa Barbara Vintners, April 21, 2026		SBV Total Budget	ADMIN Allocation	ADMIN Revenue/ Expenses	MARKETING Allocation	MARKETING Revenue/ Expenses	RESERVE	COLLECTION FEE	TOTAL BID AMOUNT	SBV GENERAL FUND (NON-BID) Allocation	SBV GENERAL FUND (NON-BID) Revenue/	Total	% of Total Revenue
REVENUE													
WINE PRESERVE REVENUE AND EXPENSES													
SBV GENERAL													
WINE IMPROVEMENT DISTRICT REVENUE			20%		73%		5%	2%					
Wine Improvement District Revenue	1,000,000			200,000.00		730,000.00	50,000	20,000			0%	0.00	
Fund Balance from Previous Year (25-26)	160,000			32,000.00		128,000.00							
Total Wine Preserve	1,160,000			232,000.00		858,000.00	50,000.00	20,000.00	1,160,000		-	-	1,160,000.00
4000 Membership Dues													
4020 Grower Members	20,000									100%	20,000		
4045 Small Business	15,000									100%	15,000		
4055 Corporate Membership	7,500									100%	7,500		
Total 4000 Membership Dues	42,500			-		-	-	-			42,500		\$ 42,500
4500 Events													
Vintners Festival	20,454									100%	20,454		
Total 4500 Events	20,454			-		-	-	-			\$ 20,454		\$ 20,454
4580 Sponsors													
SBV Foundation for Personnel Salary & Benefits	80,000				100%	80,000.00					0		
Total Sponsorships	80,000			-		80,000	-	-			\$ 0		\$ 80,000
Total Revenue	1,302,954			232,000		938,000	50,000	20,000	1,240,000		62,954		1,302,954
EXPENDITURES													
5000 Administrative Wages & Salaries													
5120 CEO			20%	0	75%	0					5%	0.00	Total Percent 100%
5140 General Manager			20%	0	75%	0					5%	0.00	100%
Events Director			20%	0	75%	0					5%	0.00	100%
Total 5000 Administrative Wages & Salaries	425,000			85,000		318,750	-	-	403,750		-	21,250	425,000
5200 Employee Benefits													
5220 Health Care (+ Vision/Dental)	43,222		20%	8,644	75%	32,416					5%	2,161	100%
5260 Workers Compensation	1,200		20%	240	75%	900					5%	60	100%
5270 Retirement Plan Contribution (4%)	17,000		20%	3,400	75%	12,750					5%	850	100%
Total 5200 Employee Benefits	61,422			12,284		46,066	-	-	58,351		-	3,071	61,422
5300 Payroll Taxes & Fees													
5300 Payroll Taxes	26,666		20%	5,333	75%	20,000					5%	1,333	100%
5350 Payroll Processing Fees	1,333		20%	267	75%	1,000					5%	67	100%
5360 Retirement Plan Processing	4,250		20%	850	75%	3,188					5%	213	100%
Total 5200 Payroll Taxes and Fees	32,249			6,450		24,187	-	-	30,637		-	1,612	32,249
Total Wages, Benefits, & Fees	518,671			103,734		389,003			492,737			25,934	518,671
5400 Employee Generated Costs													
5410 Airfair	1,500		0%	-	100%	1,500							100%
5420 Lodging	2,500		0%	-	100%	2,500							100%
5430 Ground Transportation	500		0%	-	100%	500							100%
5440 Meals	8,000		0%	-	100%	8,000							100%
5450 Mileage	10,000		0%	-	100%	10,000							100%
5460 Parking	300		0%	-	100%	300							100%
5470 Conference & Trainings	200		0%	-	100%	200							100%
5490 Industry Events	800		0%	-	100%	800							100%
Total 5400 Employee Generated Costs	23,800			-		23,800	-	-	23,800		-	-	23,800
Occupancy													
5510 Rent - Office	7,500		20%	1,500	75%	5,625					5%	375	100%
5520 Storage	11,000		0%	-	95%	10,450					5%	550	100%

7680.10 Board of Directors Liability	1,825	20%	365	75%	1,369				5%	91	100%	
7680.20 Liability & Property	7,334	20%	1,467	75%	5,501				5%	367	100%	
Total 7680 Insurance - Liability	9,159		1,832		6,869	-	-	8,701		458	9,159	1%
7900 Finance Fees												
HdL Payment	20,000					20,000			0%	-	0%	
Reserve Contribution on this year's BID Income 5%	50,000				50,000				0%			
Interest (SBA Loan)	26,508	95%	25,183						5%	1,325		
7910 Merchant Card Fees		20%	-	80%	-				0%	-	100%	
7915 Bank Charges	150	20%	30	80%	120				0%	-	100%	
7920 Finance Charge	140	20%	28	80%	112				0%	-	100%	
7930 PayPal Fees	100	20%	20	80%	80				0%	-	100%	
Total 7900 Finance Fees	96,898		25,261		312	50,000	20,000	95,573		1,325	96,898	7%
Total Expenditures	1,302,955		230,055		930,431	50,000	20,000	1,230,486		72,469	1,302,955	
Remainder	(0)		1,945.14		7,568.85	-	-	9,514.00		(9,514.17)	(0)	

Allocations will be finalized with actuals.

Draft budget, Vintners Festival, 2026

Income

4500 Events	
4510 Tickets	
4515 General Admission	\$62,000
4520 Locals	\$20,600
4525 Early Entry	\$55,200
4555 Designated Driver/Child	\$2,050
Total for 4510 Tickets	\$139,850
4590 Member Participation Fee	
Total for 4500 Events	\$139,850
4580 Sponsors	\$34,000
Services	\$200
Total for Income	\$174,050
Gross Profit	\$173,514

Expenses

5400 Employee Generated Costs	
5440 Meals	\$1,200
5470 Conference & Trainings	
Total for 5400 Employee Generated Costs	\$1,200
5500 Office Expense	
5585 Gifts	\$500
Total for 5500 Office Expense	\$500
5900 Postage & Mailing	\$50
6000 BID Event Expenses	
6005 Barcode Scanners	\$1,000
6010 Banners & Signs	\$1,500
6020 Contract Labor	
6020.10 Security	\$2,660
6020.20 Event Management	\$27,000
6020.30 Festival Misc	\$1,300
Total for 6020 Contract Labor	\$30,960
6025 Entertainment	\$3,000
6035 Food Service	\$15,500
6040 Glasses	\$4,300
6045 Ice & Water	\$3,500
6055 Parking, Misc	\$10,000
6070 Permits/Site Fees	\$2,500
6075 Rentals	\$900
6075.10 Tents/Tables/Chairs	\$40,000
6075.50 Portables	\$4,200
6075.60 Vehicle & Infrastructure	\$2,500
Total for 6075 Rentals	\$47,600
6085 Supplies	\$2,000
6095 Misc Event Expenses	\$1,000

Total for 6000 BID Event Expenses	\$122,860
7000 Marketing & Communications	
7050 Printing	\$3,500
7100 Graphic Design	\$1,200
7140 PR Retainer	\$0
7510 Digital Media Placement	\$10,000
7520 Print Placement	\$3,750
7523 Social Media Management	\$0
Total for 7000 Marketing & Communications	\$18,450
7900 Finance Fees	
7910 Merchant Card Fees	\$10,000
Total for 7900 Finance Fees	\$10,000
Total for Expenses	\$153,060
Net Operating Income	\$20,454

Statement of Activity
Santa Barbara Vintners Association
April 1, 2025-January 31, 2026

	Actual April - January	Projected Feb & March	Total Apr - Mar Forecast	Reserves
SBV Cash Balance April 1, 2025	270,445			
A/R April 1, 2025	31,000			
<hr/>				
Income				
4000 Membership Dues	125	-	125	
4010 Winery Members	26,700	-	26,700	
4020 Grower Members	20,639	-	20,639	
4045 Small Business Membership	16,617	-	16,617	
4055 Corporate Membership	8,500	-	8,500	
Total for 4000 Membership Dues	72,581	-	72,581	
4200 Marketing & Advertising				
4210 Classifieds	75	-	75	
Total for 4200 Marketing & Advertising	75	-	75	
4500 Events				
4510 Tickets				
4515 General Admission	61,704	-	61,704	
4520 Locals	20,179	-	20,179	
4525 Early Entry	54,429	-	54,429	
4555 Designated Driver/Child	1,940	-	1,940	
Total for 4510 Tickets	138,251	-	138,251	
4590 Member Participation Fee	425	-	425	
Total for 4500 Events	138,676	-	138,676	
4580 Sponsors	24,000	-	24,000	
4600 Grants	-		-	
4650 BID Income	498,972	250,000	748,972	
4800 Product Sales				

Statement of Activity
Santa Barbara Vintners Association
April 1, 2025-January 31, 2026

	Actual April - January	Projected Feb & March	Total Apr - Mar Forecast	Reserves
4820 Product Sales-Taxable				
4825 AVA Maps - taxable	315	-	315	
Total for 4820 Product Sales-Taxable	315	-	315	
4860 Product Sales - Nontaxable				
4865 AVA Maps - non taxable	201	-	201	
Total for 4860 Product Sales - Nontaxable	201	-	201	
Total for 4800 Product Sales	516	-	516	
4900 Interest & Dividends				
4920 Interest	2,215	-	2,215	
Total for 4900 Interest & Dividends	2,215	-	2,215	
Services	200	-	200	
Total for Income	737,235	250,000	987,235	
Gross Profit	737,235	250,000	987,235	
Expenses				
5000 Administrative Wages & Salaries				
5100 Personnel				
Total for 5100 Personnel	244,303	54,263	298,566	
Total for 5000 Administrative Wages & Salaries	244,303	54,263	298,566	
5200 Employee Benefits				
5220 Health Care	23,301	6,990	30,291	
5260 Workers Compensation	797	239	1,037	
5270 Retirement Plan Contribution	8,631	2,589	11,220	
Total for 5200 Employee Benefits	32,729	9,819	42,548	
5300 Payroll Taxes	17,863	5,359	23,222	
5350 Payroll Processing Fees	662	198	860	

Statement of Activity
Santa Barbara Vintners Association
April 1, 2025-January 31, 2026

	Actual April - January	Projected Feb & March	Total Apr - Mar Forecast	Reserves
5360 Retirement Plan Processing Fee	750	225	975	
5400 Employee Generated Costs				
5410 Airfair	1,456	1,700	3,156	2,200
5420 Lodging	6,154	3,500	9,654	1,800
5430 Ground Transportation	750	500	1,250	300
5440 Meals	8,319	3,000	11,319	500
5450 Mileage	8,112	2,500	10,612	150
5460 Parking	175	300	475	100
5470 Conference & Trainings	215		215	
5490 Industry Events	782		782	
Total for 5400 Employee Generated Costs	25,964	11,500	37,464	
5500 Office Expense				
5510 Rent - Office	6,875	1,250	8,125	
5520 Storage	7,804	1,561	9,365	
5565 Membership & Subscriptions	3,240	648	3,888	

Statement of Activity
Santa Barbara Vintners Association
April 1, 2025-January 31, 2026

	Actual April - January	Projected Feb & March	Total Apr - Mar Forecast	Reserves
5570 Telephone				
5572 Office	1,235	247	1,482	
5575 Cell	3,277	983	4,261	
Total for 5570 Telephone	4,512	1,230	5,742	
5580 Property Taxes	63	-	63	
5585 Gifts	1,793	200	1,993	
5590 Office Supplies	3,587	500	4,087	
Total for 5500 Office Expense	27,874	5,389	33,263	
5700 Member/Board Meeting Expenses	40	50	90	
5800 Technology				
5820 Internet Service Expense	1,038	208	1,246	
5830 Data Storage	100	20	120	
5835 Office Hardware	857	2,200	3,057	
5840 Website/Email Hosting	5,320	1,064	6,384	
5845 Hardware Support	55	11	66	
5875 Software Subscriptions	5,837	1,167	7,005	
Total for 5800 Technology	13,207	4,670	17,877	
5900 Postage & Mailing	265	53	317	
6000 BID Event Expenses				
6005 Barcode Scanners	955	-	955	
6010 Banners & Signs	881	-	881	
6020 Contract Labor				
6020.10 Security	2,660	-	2,660	
6020.20 Event Management	17,247	-	17,247	
6020.30 Festival Misc	1,326	-	1,326	
Total for 6020 Contract Labor	21,233	-	21,233	

Statement of Activity
Santa Barbara Vintners Association
April 1, 2025-January 31, 2026

	Actual April - January	Projected Feb & March	Total Apr - Mar Forecast	Reserves
6025 Entertainment	3,000	-	3,000	
6035 Food Service	3,500	-	3,500	
6040 Glasses	4,294	-	4,294	
6045 Ice & Water	3,465	-	3,465	
6055 Parking, Misc	9,173	-	9,173	
6070 Permits/Site Fees	2,594	-	2,594	
6075 Rentals	850	-	850	
6075.10 Tents/Tables/Chairs	27,150	-	27,150	
6075.50 Portables	4,258	-	4,258	
6075.60 Vehicle & Infrastructure	22,999	-	22,999	
Total for 6075 Rentals	55,258	-	55,258	
6080 Seminar	73	150	223	
6085 Supplies	3,003	-	3,003	
6095 Misc Event Expenses	12,013	-	12,013	
Total for 6000 BID Event Expenses	119,443	150	119,593	
7000 Marketing & Communications				
7001 Industry				
7001.3 Meals	1,794	500	2,294	
Total for 7001 Industry	1,794	500	2,294	
7002 Agency Travel and Visitation	1,830	-	1,830	

Statement of Activity
Santa Barbara Vintners Association
April 1, 2025-January 31, 2026

	Actual April - January	Projected Feb & March	Total Apr - Mar Forecast	Reserves
7050 Printing				
7050.10 Event Collateral	4,009	802	4,811	
7050.20 AVA Maps	1,376	275	1,652	
7050.40 Printing Collateral	621	124	746	
Total for 7050 Printing	6,007	1,201	7,208	
7100 Graphic Design	1,995	500	2,495	
7120 Photography	1,650	-	1,650	
7140 PR Retainers	45,001	35,000	80,001	
7141 Marketing Retainers	45,000	-	45,000	
7145 Marketing Collateral	192	-	192	
7150 Website Design and Development	5,050	5,000	10,050	
7155 Grant Writer	16,715	-	16,715	
7510 Digital Media Placement	55,000	-	55,000	
7520 Print Placement	4,308	-	4,308	
Total for 7000 Marketing & Communications	184,541	42,201	226,742	
7200 Education & Research Expense	607	-	607	
7600 Professional Fees				
7610 Accounting Fees				
7610.10 Bookkeeping	7,615	1,800	9,415	
7610.20 Taxes & Audits	3,863	-	3,863	
Total for 7610 Accounting Fees	11,478	1,800	13,278	
7650 Consultant	56,327	-	56,327	
Total for 7600 Professional Fees	67,805	1,800	69,605	

Statement of Activity
Santa Barbara Vintners Association
April 1, 2025-January 31, 2026

	Actual April - January	Projected Feb & March	Total Apr - Mar Forecast	Reserves
7680 Insurance - Liability				
7680.10 Board of Directors Liability	2,082	-	2,082	
7680.20 Liability & Property	7,161	-	7,161	
Total for 7680 Insurance - Liability	9,243	-	9,243	
7900 Finance Fees				
7910 Merchant Card Fees	11,528	-	11,528	
7915 Bank Charges	117	23	140	
7920 Finance Charge	15	3	18	
7930 PayPal Fees	50	10	60	
7935 Loan Interest	22,090	4,418	26,508	
Total for 7900 Finance Fees	33,799	4,454	38,253	
Total for Expenses	779,093	140,132	919,224	5,050
BID Reserve - Current Year	(24,949)	(12,500)	(37,449)	32,399
Net Operating Income	(66,807)	97,368	30,562	

RESOLUTION NO. 26-01

**A RESOLUTION OF THE BOARD OF DIRECTORS OF SANTA BARBARA VINTNERS
ESTABLISHING THE PLACE OF ITS REGULAR MEETINGS TO THE END OF FISCAL YEAR
25-26**

WHEREAS, the Santa Barbara Vintner’s (SBV) Bylaws provide that meetings of the Board of Directors (Board) shall be held at the principal office of SBV or at such other place as has been designed by the Board; and

WHEREAS, the Board desires to establish locations for all regular Board meetings that take place to the end of the next fiscal year.

**NOW, THEREFORE, THE BOARD DIRECTORS OF SANTA BARBARA VINTNERS
DOES HEREBY RESOLVE AS FOLLOWS:**

SECTION 1. The Recitals set forth above are true and correct and are incorporated into this Resolution by this reference.

SECTION 2. The Board hereby designates the following locations for its upcoming regular board meetings: **Crown Point Winery, 1733 Fletcher Way, Santa Ynez, California 93460**. Should a meeting listed below be cancelled, the associated location will not be used.

Section 3: The General Manager, or his designee, may take such other actions as may be necessary to effectuate and notice the intent and purpose of this Resolution. Should a location need to be changed for any reason, the General Manager may unilaterally change the location and provide the public with proper notice of the same through the Board’s published agenda.

APPROVED AND ADOPTED by the Board of Directors of SBV at a Regular Board Meeting thereof held on April 21, 2026 by the following vote:

Ayes:

Noes:

Abstain:

Absent:

President, Board of Directors

Attest

Secretary to the Board of Directors

RESOLUTION NO. 26-02

Resolution of the Board of Directors of Santa Barbara Vintners Responding to the Formal Demand of M. Allen With an Unconditional Commitment to Follow the Brown Act

WHEREAS, on March 30, 2026, Santa Barbara Vintners received a demand from Matthew Allen to cease and desist from an alleged violation of the Brown Act relating to not providing the public with remote access to meetings;

WHEREAS, Santa Barbara Vintners is committed to conducting the public's business transparently and complying with the Brown Act where required;

WHEREAS, in order to reply to the demand, Santa Barbara Vintners is required to follow the format of a response in Government Code Section 54960.2;

WHEREAS, Santa Barbara Vintners desires to comply with Government Code Section 54960.2 and reply to complainant reiterating its commitment to the Brown Act; and,

WHEREAS, while all meetings have substantially complied with the Brown Act, the Board on April 21, 2026 retook actions to cure and correct all alleged violations.

NOW THEREFORE, BE IT RESOLVED that the Board of Directors of Santa Barbara Vintners hereby responds to Matthew Allen as follows per Government Code Section 54960.2.

To Matthew Allen:

On March 30, 2026, Santa Barbara Vintners received your cease and desist letter alleging that the following described past action of the board violates the Ralph M. Brown Act:

Where a board member participates in a meeting remotely, the body must allow members of the public to access the meeting via the same remote platform.

In order to avoid unnecessary litigation and without admitting any violation of the Ralph M. Brown Act, Santa Barbara Vintners hereby unconditionally commits for itself and all its board members that it will cease, desist from, and not repeat the challenged past action as described above.

Santa Barbara Vintners may rescind this commitment only by a majority vote of its membership taken in open session at a regular meeting and noticed on its posted agenda as "Rescission of Brown Act Commitment." You will be provided with written notice, sent by any means or media you provide in response to this message, to whatever address or addresses you specify, of any intention to consider rescinding this commitment at least 30 days before any such regular meeting. In the event that this commitment is rescinded, you will have the right to commence legal action pursuant to subdivision (a) of Section 54960 of the Government Code. That notice will be delivered to you by the same means as this commitment, or may be mailed to an address that you have designated in writing.

Very truly yours,

Pierre LaBarge, President

PASSED, APPROVED and ADOPTED this 21st day of April 2026 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Santa Barbara Vintners

Pierre LaBarge, President

ATTEST

Secretary to the Board of Directors

MATTHEW T. ALLEN
ATTORNEY AT LAW
P.O. BOX 339
LOS OLIVOS, CALIFORNIA 93441

TELEPHONE: 805.286.8764
E-MAIL: matt@mtallenlaw.com

Sent via Registered Mail and Email

Board of Directors, Santa Barbara County Vintners Association

Attn: Alison Laslett, CEO and Phil Carpenter, General Manager

PO Box 1059

Buellton, CA 93427

**RE: FORMAL DEMAND TO CURE AND CORRECT BROWN ACT
VIOLATIONS (Gov. Code § 54960.1) AND CEASE AND DESIST (Gov. Code §
54960.2)**

Dear Ms. Laslett, Mr. Carpenter, and Members of the Board:

I represent Steve Pepe and I am writing regarding the Santa Barbara County Wine Business Improvement District ("District") and its managing body, the Santa Barbara County Vintners Association ("Association").

Based on your correspondence dated March 25, 2026, it is the Association's stated position that "remote participation via Zoom is limited to Board Members only, and the Association does not provide a remote public comment option." **This position is a direct violation of the Ralph M. Brown Act.**

1. The Current Violation: Discriminatory Teleconferencing

Your email to Mr. Pepe suggests a misunderstanding of the current law. While it is true that **SB 707** mandates universal hybrid access for all "eligible" agencies starting **July 1, 2026**, the Association is currently in violation of **Government Code § 54953(b) and (f)**, which have been in effect for years.

The Brown Act is clear: A legislative body cannot have a "private" electronic meeting for its members.

- **Government Code § 54953(f)(2)** states that if a member of the legislative body participates remotely, the body "**shall allow members of the public to access the meeting**" via the same remote platform.

- By admitting that Board Members are utilizing Zoom while the public is barred from the same link, you are maintaining a two-tier system that is expressly prohibited. If the Board is on Zoom, the public **must** be on Zoom with a "two-way" opportunity to comment.

2. **The SB 707 "Parent Jurisdiction" Rule**

The July 1, 2026, deadline you may be waiting for refers to the mandate to provide hybrid access **regardless** of whether Board members are remote. Because the "parent jurisdiction" (Santa Barbara County) has a population exceeding 30,000, your body is an "Eligible Legislative Body."

While you have until July 1 to establish a permanent hybrid infrastructure, your **current** use of Zoom for Board members triggers an **immediate** requirement to provide that same access to the public under existing statutes. You are currently operating an "illegal secret meeting" by allowing Board deliberation to occur on a platform from which the public is excluded.

3. **Demand to Cure and Correct**

Pursuant to **Government Code Section 54960.1**, Mr. Pepe hereby demands that the Association **cure and correct** all formal actions taken by the Board during the past 90 days in which the public was denied Zoom access while Board members participated remotely.

Because those meetings were held in violation of the open meeting requirements of Section 54953, **any and all actions taken—including the authorization of BID funds, approvals of contracts, or adoption of policies—are null and void.**

4. **Demand to Cease and Desist**

Furthermore, pursuant to **Government Code Section 54960.2**, we demand that the Association immediately **cease and desist** from the practice of providing remote access to Board members while denying it to the public.

Please provide an "unconditional commitment" in writing within thirty (30) days that all future meetings of the Wine BID will include a publicly accessible Zoom or telephonic link so long as any Board member is participating via such a platform.

5. **Further Actions**

Should the Association fail to cure these past illegal actions and provide the required commitment to future transparency, Mr. Pepe is prepared to take further actions. These may include bringing these violations to the attention of the Santa Barbara County DA, the States Attorney General or the Grand Jury, as well as his ability to bring an action for a Writ of

Page 3

Mandamus in Superior Court. Please be advised that under **Government Code Section 54960.5**, a court **shall** award court costs and reasonable attorney fees to a plaintiff who successfully demonstrates a violation of the Brown Act.

We strongly urge the Association to consult with legal counsel regarding the 2026 updates to the Brown Act and the immediate public access requirements triggered by your Board's use of teleconferencing.

Thank you in advance for your consideration of these issues. Please contact me ASAP regarding the date that service will be re-established.

Sincerely,

// Matt

Matthew T. Allen

cc: Santa Barbara County Board of Supervisors Office of the County Counsel

cc: Steve Pepe

I'd like to offer a few thoughts specifically regarding wholesale and trade initiatives as BID funded activities.

In order to do that I want to step back to the core purpose of the BID and the Management District Plan.

The BID was adopted to increase wine sales and economic activity within the district, particularly through promoting visitation to wine tasting facilities. The assessment itself is generated directly through DTC transactions at tasting rooms and direct sales channels.

There is no argument from me that a specific wholesale placement can benefit a specific winery. If someone tries a wine at a restaurant and later seeks out that winery to purchase more, that's real and measurable. That makes sense. But that is a winery-specific outcome.

The question to me is whether district-wide wholesale initiatives funded by BID dollars align equitably with how those funds are generated.

If BID funds are used to expand wholesale and trade activity, wineries using distribution channels receive a direct benefit — expanded placements, expanded exposure, expanded sales opportunities. They may also receive indirect DTC benefit through regional halo effects.

Wineries that operate primarily DTC receive only the indirect effect — if any.

That creates a layered benefit for one business model and a secondary or speculative benefit for another.

I understand the argument that the BID is not sales-channel specific. But wholesale activity will, first and foremost, benefit wholesale. Any DTC impact is secondary.

We also have limited funds. Those funds should be allocated within a structure that prioritizes promotional activity designed to directly drive consumer visitation and sales within the region. Wholesale initiatives, if pursued, should be clearly secondary and structured so that any benefit to tasting rooms remains the primary objective.

Consumer-driven sales are what generate the assessment. Consumer-driven promotion should therefore receive the clearest and strongest emphasis.

My request is that promotional allocations be evaluated through that lens of proportionality and equity — ensuring that tasting rooms and direct-to-consumer facilities are directly and meaningfully supported through consumer-facing outreach and regional visitation marketing.

The core mission of this district plan was to bring people here — into tasting rooms — and that alignment should remain clear as funding decisions are made.

Thank you. David deLaski owner Solminer Wine Co.

Public comment 4/21/26

**From David deLaski of Solminer Wine Co.
re: Brown Act Compliance and Transparency**

I'd like to start by referencing a comment from the February board meeting explaining the Brown Act and describing this organization as falling under "Brown Act light."

My understanding — and maybe Alison can clarify what she meant here — is that there's no formal concept of "Brown Act light." An organization is either subject to the Brown Act or it isn't. And based on the resolution before you today, you are clearly taking steps to fully comply.

I want to acknowledge that. Last meeting it was also discussed that we are all learning about this new form the organization needs to take. So this is an important and positive step.

The Brown Act emphasizes that public agencies exist to conduct the people's business openly, and that the public has a right to remain informed. Compliance is essential, but there's also **an opportunity to go beyond minimum requirements and build trust through accessibility.**

One simple example: VisitSYV sends out a monthly email invitation to attend meetings. It's a small effort, but it helps create awareness and transparency.

I have requested to SBV staff that members be informed and reminded of board meetings in a similar way. I was told that notice would be posted on the SBV website. While that may meet minimum requirements, it does less than including the invite in SBV's weekly email updates. We should really be asking ourselves: Why not treat a board meeting like any other public event? One that invites participation?

I had also reached out by email to request that meetings be recorded and made available. The response I received was that recording and posting meetings "is not required," and it's complicated - saying that it raises concerns about how recordings might be "interpreted," and that due to limited staff capacity it would be difficult to manage recording and distribution.

I understand those concerns, but I see it differently. I believe that greater access to the full discussion actually reduces the risk of misunderstanding. When people can hear the context, tone, and complete deliberation, it creates a more accurate and transparent record than relying on summarized minutes alone.

I also think that openness plays an important role in building trust and encouraging engagement within the community. When people feel informed and included, they are more likely to participate and support the work being done.

For these reasons, I want to share that I will be recording these public meetings for my own records and making them available, unedited, to anyone who requests access. I'm also happy to provide those recordings to the organization if there is interest in sharing them more broadly.

I would also like to request that written public comments be included in meeting materials, either in the current or the following meeting packet. I submitted written comments at the last meeting, and they were not distributed. In the minutes, it only reflects my name, my company, and that I made a public comment. If written comments are part of the public record, it would be helpful for them to also be included in meeting materials so the full content is available and considered.

The purpose of the Brown Act is to protect our right to transparency and participation. My hope is that it can be viewed not just as a requirement or a hassle, but as a positive—an opportunity to create an open and transparent organization that builds trust with its members as well as the broader public.

Thank you.