



**Santa Barbara Vintners  
Board of Directors  
Meeting Agenda**

**Time: May 19, 2026 10:00 AM Pacific Time (US and Canada)**  
**Location: Crown Point Winery, 1733 Fletcher Way, Santa Ynez, CA 93460**

**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](mailto:Phil@sbcountywines.com), or (2) in 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. Announcements Regarding Santa Barbara Vintners' Business**

**4. Reports From CEO, GM & Events Director**

**a. CEO Report**

- a. Next Board meeting is June 16<sup>th</sup>
- b. Annual Meeting June 17<sup>th</sup>
- c. FAM (Familiarization) Tour in early June
- d. CDFR Specialty Crop Block Grant
- e. Historical Sales Tax Data for SBC
- f. Saarloos Office Space
- g. By Laws update

**b. Events Director Report**

- a. Mission SB
- b. Vintners Festival

**c. General Manager Report**

- a. Operational updates, if any.

5. **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).

6. **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 Items requiring additional discussion may be withdrawn from the listing and addressed in separate actions.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 April 2026 meeting
- b. Approval of revised Resolution 26-01 correcting the referenced fiscal year to FY 2026–2027

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

**a. Finances (Alison Laslett)**

- i. Standard Financial Reports - Balance Sheet, Statement of Activity

**b. Marketing and Public Relations Progress Report (Kristina Caruso)**

- i. Recognition of Kristina Caruso's final Board meeting prior to her resignation from the Board due to relocation to Chicago.
- ii. Discussion and possible action regarding the pending Board vacancy created by Ms. Caruso's resignation.
- iii. Discussion regarding the strengths and effectiveness of prioritizing public relations efforts during the organization's first year.

- iv. Discussion regarding future advertising strategy and campaign development. By postponing advertising efforts during Spring 2026, the organization is now positioned to undertake a more robust advertising campaign in conjunction with a marketing agency.
- v. Discussion and possible action regarding continuation or dissolution of the formal Marketing Committee.

**c. Board Size (Pierre LaBarge)**

Discussion regarding whether to maintain the Board at its current size of fifteen (15) directors.

**d. Upcoming Board Elections (Pierre LaBarge)**

- i. Election process to fill vacant board seats, including nomination procedures, petition procedures, eligibility requirements, election deadlines, and voting procedures.
  - 1. The Nominating Committee was formed on May 1, 2026 and includes Pierre LaBarge, IV (LaBarge Winery), Steven Gerbac (Rusack), Jason Djang (Brave & Maiden), Andrew Murray (Andrew Murray), and AJ Charles Fairbanks (Crown Point).

**e. Election of Board Officers / Executive Committee (Pierre LaBarge)**

- i. The Board President, Vice President, and Secretary are terming off at the end of June 2026. In addition, the Board Treasurer has indicated that they are stepping down. Accordingly, the Board will discuss and may elect officers for the upcoming term.
- ii. Current expressions of interest include:
  - 1. AJ Fairbanks – Board President
- iii. Any Board member interested in serving in an officer position is encouraged to notify staff prior to the June Board meeting so that interest can be communicated to the Board in advance of the election.
- iv. Additional nominations or expressions of interest may also be made during the meeting prior to any vote.

**8. Other Business**

**9. Adjournment**

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Regular Board Meetings are held the 3<sup>rd</sup> Tuesday of the month at 10am at Crown Point Winery at 1733 Fletcher Way, Santa Ynez, CA 93460.

The agenda will be posted on the SBV public and industry websites 72 hours in advance of the meetings, and publicly at the meeting location.

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](mailto:phil@sbcountywines.com).



## Santa Barbara Vintners Board of Directors Meeting Minutes

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

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

### 1. Call to Order: 10:03am

### 2. Roll Call:

Completed by Phil Carpenter

**In Person:** Pierre LaBarge, Steve Gerbec, Jason Djang, Kevin Gleason, Keith Saarloos, Mike Testa, AJ Fairbanks, Kristina Caruso, Andrew Murray, Karen Steinwachs

**Absent:** Brooke Christian, Denise Shurtleff, Chase Carhartt, Dan Glaeser, John Haan

### 3. Closed Session Pursuant to Government Code Section 54957: 10:05am

- a. Public comment on closed session agenda items: None
- 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: 11:22am

### 4. Announcements Regarding Santa Barbara Vintner's Business: No announcements

### 5. Reports From CEO, GM & Events Director

- a. CEO Report
  - a. Japan 2026 Trip
    - i. Joint trip with Santa Barbara County CEO & Supervisors
    - ii. President of Fess Parker joined trip at his own expense
    - iii. Establishing sister region status
    - iv. Joint promotional ventures and visits
    - v. Trip financed with SBV reserve funds

- b. Nominating Committee & Board Elections
  - i. Kristina Caruso Announcement: Kristina is moving out of the county and stepping down as Chair of Marketing Committee, effective after May 2026 Board Meeting
  - ii. Board size currently 15
  - iii. Pierre will appoint nominating committee as per bylaws
    - 1. Pursue executive committee and new Chair of Marketing Committee
- c. Annual Meeting – June 24<sup>th</sup>
  - i. Need location: Staff working on securing venue
- b. Events Director Report
  - a. Mission SB: May 3<sup>rd</sup>-6<sup>th</sup>
    - i. 30 buyers coming to SBC for educational seminars and tours
  - b. Vintners Festival: October 17, 2026
    - i. Tickets are live and sales active
- c. General Manager Report: None

**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 agenda items. (3 minutes per person, President has discretion to adjust as necessary).

-One public comment

**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
- c. Approval of the minutes of the January 2026 meeting
- d. Approval of the minutes of the February 2026 meeting

Public Comment: Request February minutes be updated with correct date and location

**ACTION:** Approve all minutes with updates to February minutes.

Motion: Kevin

Second: AJ

Vote: Unanimous approval

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

1. Followed Wine Preserve Management District Plan (MDP)
2. Projected District winery payments & Business/Grower membership dues included
3. Vintners Festival has separate budget
4. Event Director position, salary plus benefits, is shared with Foundation
5. Mission SB: Financed through participation fee & Non-BID funding

Public Comment: Two comments

**ACTION:** Approve current financials and draft budget.

Motion: Kevin

Second: AJ

Vote: Unanimous approval

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 BID Fiscal Year, April 2026- March 2027.

Public Comment: one comment

**ACTION:** Approve Resolution 26-01 and establish regular meetings to take place at Crown Point Vineyards for the remainder of 2026-2027 fiscal year.

Motion: Kevin

Second: Kristina

Vote: Unanimous approval

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

Public comment: one comment

**ACTION:** Approve Resolution No. 26-02

Motion: Keith

Second: Kevin

Vote: Unanimous approval

- ii. Provide additional direction as desired: None

**d. Committee Progress Reports**

- i. Marketing Committee (Kristina Caruso)
  1. Budget for committee pending
  2. Researching marketing and social media firms for next phase of advertising

Public comment: none

**ACTION:** Approve Marketing Committee update.

Motion: Keith

Second: AJ

Vote: Unanimous approval

**e. Committee Structure and Brown Act Compliance**

- i. The Board discussed committee structure and related Brown Act compliance considerations.
- ii. The Marketing Committee will remain a standing committee of the Board and will continue to operate as a Brown Act committee.
- iii. The Board voted to dissolve the following standing committees, with future working groups to be formed on an ad hoc basis with defined purposes and limited durations, as needed:
  1. Finance
  2. Board Transition
  3. Events
  4. Membership
  5. Advocacy

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

- i. Support advocacy from CAWG for 100% American Wine
- ii. CA Wine Institute not in support
- iii. Rare these organizations do not line up politically
- iv. Due to Alison's strong relationship with CA Wine Institute, she feels this will not hurt our Regional Standing with them

Public comment: none

**ACTION:** Approve submitting a letter of support to CAWG & Family Winemakers on AB1585.

10. Motion: Keith

11. Second: Steve

12. Vote: Unanimous approval

g. **Consider approval of revised 2025-2026 budget**

- i. Presented at prior board meeting
- ii. Budget was revised due to decreased BID funding

Public comment: none

**ACTION:** Approve revised 2025-2026 budget.

Motion: AJ

Second: Jason

Vote: Unanimous approval

**9. Other Business**

- i. Karen provides update on Foundation events
  - i. Golf Tournament: May 18, 2026 @ Alisal Ranch Course
  - ii. Summer Soire: June 19, 2026 @ The Inn at Mattei's Tavern

10. **Adjournment:** 12:46pm



## Sales Tax – Economic Adjusted Data

### Santa Barbara County - City Level Allocation BT - Updated 2025 Q4\*

#### Wine Industry - Quarterly Local Bradley Burns - 1% Sales Tax Data

City/Name	Q4 2025	Q3 2025	Q2 2025	Q1 2025	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
Buellton Total	16,299	10,722	9,679	19,222	8,109	12,954	11,839	17,051	8,237	16,449	15,951	21,304	16,605
Carpinteria Total	1,834	1,885	1,416	1,849	1,543	1,811	1,639	1,791	1,580	-	-	1,447	-
Goleta Total	1,485	1,422	1,537	540	1,411	2,351	1,347	1,518	1,600	23	1,322	1,645	1,436
Lompoc Total	58,209	13,782	17,613	66,705	13,747	25,982	20,027	54,148	35,360	18,219	21,218	73,483	20,520
Santa Barbara Total	34,292	35,847	36,049	40,101	41,639	46,589	38,763	45,292	46,710	45,936	40,292	48,921	42,636
Santa Maria Total	220,343	215,331	218,174	227,664	220,379	234,759	231,979	246,984	224,787	245,957	231,523	260,080	209,908
Solvang Total	1,420	1,021	1,619	1,367	2,316	2,975	5,466	3,159	7,033	4,872	4,932	4,902	4,998
	17,324	15,794	16,436	20,276	14,152	22,010	16,383	21,427	17,352	18,435	17,460	21,595	17,555
<b>Grand Total</b>	<b>\$ 351,206</b>	<b>\$ 295,803</b>	<b>\$ 302,524</b>	<b>\$ 377,722</b>	<b>\$ 303,295</b>	<b>\$ 349,429</b>	<b>\$ 327,442</b>	<b>\$ 391,370</b>	<b>\$ 342,659</b>	<b>\$ 349,891</b>	<b>\$ 332,698</b>	<b>\$ 433,377</b>	<b>\$ 313,658</b>

\* Data is reported on a calendar year basis.

Source: HdL Companies: Santa Barbara County - City Level Allocation \_4Q25 Report  
 Prepared by: Erica Ruiz, CPA, Financial Accounting Analyst  
 Santa Barbara County Auditor-Controller's Office

**Santa Barbara Vintners**  
**Statement of Activity by Class**  
**April 1, 2025-May 16, 2026**

	BID 2025-2026	BID 2026-2027	VF 2026	Japan 2026 (Non-BID)	Mission SB 2026 (Non-BID)	SBV (Non-BID)
Revenue						
<b>Total for 4000 Business Membership Dues</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>98,154.00</b>
4015 Mission SB Wine Camp Income					18,000.00	
4200 Marketing & Advertising						
4210 Classifieds	75.00					
<b>Total for 4200 Marketing &amp; Advertising</b>	<b>75.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for 4510 Tickets</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for 4500 Events</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
4580 Sponsors						
4600 Grants	0.00					
4650 BID Income	818,621.60					
4800 Product Sales						
4820 Product Sales-Taxable						
4825 AVA Maps - taxable	315.00					
<b>Total for 4820 Product Sales-Taxable</b>	<b>315.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
4860 Product Sales - Nontaxable						
4865 AVA Maps - non taxable	157.95					
<b>Total for 4860 Product Sales - Nontaxable</b>	<b>157.95</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for 4800 Product Sales</b>	<b>472.95</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
4900 Interest & Dividends	222.03	205.34				
4920 Interest	1,798.80					
<b>Total for 4900 Interest &amp; Dividends</b>	<b>2,020.83</b>	<b>205.34</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Services						
<b>Total for Revenue</b>	<b>821,190.38</b>	<b>205.34</b>	<b>0.00</b>	<b>0.00</b>	<b>18,000.00</b>	<b>98,154.00</b>
<b>Gross Profit</b>	<b>821,190.38</b>	<b>205.34</b>	<b>0.00</b>	<b>0.00</b>	<b>18,000.00</b>	<b>98,154.00</b>

**Expenditures**

Total for 5000 Administrative Wages & Salaries	288,149.04	53,461.54	0.00	0.00	0.00	0.00	0.00	0.00
Total for 5200 Employee Benefits	45,523.43	6,250.21	0.00	0.00	0.00	0.00	0.00	0.00
Total for 5400 Employee Generated Costs	26,672.95	76.94	0.00	3,634.57	265.58	0.00	0.00	0.00
Total for 5500 Office Expense	32,490.05	2,412.44	0.00	630.89	0.00	0.00	0.00	0.00
Total for 5800 Technology	17,730.47	1,228.36	0.00	18.80	0.00	0.00	0.00	0.00
Total for 6000 Event Expenses	1,600.81	1,078.82	14,475.00	0.00	23,686.26	0.00	0.00	0.00
<b>7000 Marketing &amp; Communications</b>								
Total for 7001 Industry	2,226.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total for 7050 Printing	6,266.97	314.81	0.00	0.00	0.00	0.00	0.00	0.00
7100 Graphic Design	825.00							
7120 Photography					2,000.00			
7140 PR Retainer	43,395.11	20,298.15						
7141 Marketing Retainer	38,400.00							
7145 Marketing Collateral	815.47							
7150 Website Design and Development	14,550.00	900.00						
7155 Grant Writer	20,130.00							
7510 Digital Media Placement	28,488.79							
7520 Print Placement								
7523 Social Media Management	7,200.00	2,400.00						
<b>Total for 7000 Marketing &amp; Communications</b>	<b>164,127.70</b>	<b>24,219.76</b>	<b>0.00</b>	<b>0.00</b>	<b>2,300.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for 7610 Accounting Fees</b>	<b>13,969.36</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for 7600 Professional Fees</b>	<b>74,996.58</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for 7680 Insurance - Liability</b>	<b>9,243.00</b>	<b>2,394.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for 7700 Taxes</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for 7900 Finance Fees</b>	<b>16,355.34</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for Payroll Expenses</b>	<b>6,730.77</b>	<b>9,615.38</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total for Expenditures</b>	<b>711,650.80</b>	<b>106,925.35</b>	<b>14,475.00</b>	<b>4,284.26</b>	<b>26,401.84</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Operating Revenue</b>	<b>109,539.58</b>	<b>-106,720.01</b>	<b>-14,475.00</b>	<b>-4,284.26</b>	<b>-8,401.84</b>	<b>98,154.00</b>	<b>0.00</b>	<b>0.00</b>

# Santa Barbara Vintners Association

## Statement of Financial Position

As of May 16, 2026

	TOTAL
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<b>Assets</b>	
Current Assets	
Bank Accounts	
0900 US Bank Checking 0901	3,877.07
0950 US Bank Savings 2238	0.00
0960 American Riviera Bank 1384	192,451.19
0970 American Riviera Bank Savings	125,124.80
0990 3 month CD	0.00
1002 Paypal	879.27
1090 Petty Cash	0.00
<b>Total for Bank Accounts</b>	<b>\$322,332.33</b>
Accounts Receivable	
1200 Accounts Receivable	10,617.50
<b>Total for Accounts Receivable</b>	<b>\$10,617.50</b>
Other Current Assets	
1201 Due to/from	\$16,909.66
1210 Due to/from SBVF	2,629.19
1211 Due to/from Alison	-536.55
<b>Total for 1201 Due to/from</b>	<b>\$19,002.30</b>
1205 Nightout Reserve	0.00
1299 Undeposited Funds	300.00
1300 Prepaid Expenses	200.00
1310 Clearing.	0.00
1350 Deposits	<b>\$0.00</b>
QuickBooks Tax Holding Account	5,971.97
<b>Total for Other Current Assets</b>	<b>\$25,474.27</b>
<b>Total for Current Assets</b>	<b>\$358,424.10</b>
Fixed Assets	<b>\$1,496.74</b>
<b>Total for Assets</b>	<b>\$359,920.84</b>
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# Santa Barbara Vintners Association

## Statement of Financial Position

As of May 16, 2026

	TOTAL
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Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	1,391.72
<b>Total for Accounts Payable</b>	<b>\$1,391.72</b>
Credit Cards	
2003 Amex - Credit Card	<u>\$17,643.02</u>
<b>Total for Credit Cards</b>	<b>\$17,643.02</b>
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	<u>\$4,865.97</u>
Pennsylvania Department of Revenue Payable	0.00
<b>Total for Other Current Liabilities</b>	<b>\$4,865.99</b>
<b>Total for Current Liabilities</b>	<b>\$23,900.73</b>
Long-term Liabilities	
2035 SBA Loan 2021	479,329.40
2040 SBA PPP Loan	0.00
<b>Total for Long-term Liabilities</b>	<b>\$479,329.40</b>
<b>Total for Liabilities</b>	<b>\$503,230.13</b>
Equity	
3030 Opening Bal Equity	0.00
3900 Retained Earnings	-197,611.56
Net Revenue	54,302.27
<b>Total for Equity</b>	<b>-\$143,309.29</b>
<b>Total for Liabilities and Equity</b>	<b>\$359,920.84</b>
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# **Santa Barbara Vintners Association**

## **Board Nomination Process & Candidate Requirements**

### **1. Purpose of the Nominating Process**

The Nominating Committee is responsible for identifying, evaluating, and recommending candidates for election to the Board of Directors.

The Ad Hoc Nominating Committee was formed on May 1, 2026. The committee was established in accordance with the Association Bylaws, which provide for a nominating committee to identify and recommend qualified candidates for election to the Board of Directors. The committee will dissolve upon completion of its limited purpose, including the recommendation of candidates and conclusion of the 2026 Board election process.

Current members of the Nominating Committee are: Pierre LaBarge IV (LaBarge Winery), Steven Gerbac (Rusack), Jason Djang (Brave & Maiden), Andrew Murray (Andrew Murray Vineyards), and AJ Charles Fairbanks (Crown Point).

The goal is to:

- Ensure strong, capable governance
- Represent the diversity of the Santa Barbara wine community
- Align leadership with the organization's mission and BID responsibilities
- Comply with the nomination, petition, notice, voting, and Board composition requirements set forth in the Association Bylaws

### **2. Board Member Expectations**

All prospective board members should understand and commit to:

- Support for the mission, structure, and ongoing work of the Santa Barbara Wine BID and its efforts to promote and strengthen the region and industry
- Active in-person participation in board meetings and committees
- Strategic (not operational) governance mindset
- Fiduciary responsibility to the organization
- Representation of the broader industry—not just individual business interests
- Professional conduct in public and stakeholder settings

### **3. Desired Qualifications & Experience**

The Committee will prioritize candidates who bring a mix of:

#### **Industry Representation**

- Winery ownership or executive leadership

- Representation across size, region, and business model

### **Functional Expertise (one or more)**

- Marketing / brand / DTC strategy
- Finance / budgeting / audit
- Legal / governance
- Hospitality / tourism
- Distribution / wholesale
- Public affairs / government relations

### **Other Key Attributes**

- Collaborative mindset
- Strong communication skills
- Willingness to engage in sometimes contentious issues
- Alignment with SBVA mission and BID objectives

### **Bylaw Eligibility and Board Composition Requirements**

- The Board of Directors must consist of an odd number of directors, not fewer than eleven (11) and not more than seventeen (17).
- The exact number of authorized directors may be changed by unanimous action of the Board within that range.
- Not more than forty-nine percent (49%) of the persons serving on the Board may be interested persons, as defined in the Bylaws.
- Up to two (2) members of the Board may constitute, own, or be employed by a Vineyard Member, and up to two (2) members of the Board may constitute, own, or be employed by a Business Member. The balance of the Board shall represent, constitute, own, or be employed by Winery Members.
- Directors serve two-year terms, and no voting member may be elected to serve more than two consecutive full terms.

## **4. Candidate Submission Requirements**

All interested candidates should submit:

- 1. Professional Bio (1 page max)**
  - a. Current role
  - b. Relevant experience
  - c. Industry involvement
- 2. Statement of Interest (short, 1–2 paragraphs)**

- a. Why they want to serve
- b. What they believe SBVA should prioritize
- 3. Skills & Contribution Statement (bullet format)**
  - a. What they specifically bring to the board
  - b. Any committee interest (marketing, finance, etc.)
- 4. Disclosure (if applicable)**
  - a. Any potential conflicts of interest

### **Voting Eligibility**

Only Winery Members and Vineyard Members in good standing are eligible to vote in Board elections. Business Members do not have voting rights under the Bylaws.

### **Petition Nominations**

Candidates may also be nominated by petition pursuant to the Association Bylaws. Members representing at least two percent (2%) of the voting power may nominate candidates for Director by petition, signed by those members and delivered to an officer of the Association within the applicable deadline.

On timely receipt of a petition signed by the required number of members, the Secretary shall cause the names of the candidates named in the petition to be placed on the ballot along with the names of candidates nominated by the Nominating Committee.

### **5. Nominating Committee Evaluation Criteria**

Candidates will be evaluated based on:

- Alignment with organizational mission
- Skills gap fill on current board
- Industry representation balance
- Demonstrated leadership and engagement
- Ability to contribute constructively at the board level

### **6. Selection Process**

1. Nominations open
2. Materials submitted by deadline
3. Committee reviews all candidates
4. Optional candidate conversations/interviews
5. Final slate approved by Nominating Committee
  - a. For purposes of this process, “final slate” refers to the recommended slate of candidates approved by the Nominating Committee and does not exclude any candidate properly nominated by petition under the Bylaws.
6. Slate presented for election per bylaws

The final candidate list distributed to voting members must include all candidates nominated by the Nominating Committee and any candidates properly nominated by petition.

The official election notice or ballot materials must include the names of all nominees when the notice or ballot is given.

If the election is conducted by written ballot, the ballot materials will state the names of all nominees, the number of responses needed to meet the quorum requirement, the time by which ballots must be received in order to be counted, and the address or method for returning the ballot.

Written ballots may not be revoked and must be filed with the Secretary and maintained in the corporate records for at least two (2) years.

### **7. Anticipated Timeline (Example)**

- Nominating Committee Formed: May 1, 2026 (pursuant to the Bylaws requirement that the Nominating Committee be appointed at least ninety (90) days prior to the election)
- Election Process and Nomination Materials Distributed / Nominations Open: May 21, 2026
- Candidate Submission Deadline: June 15, 2026
- Petition Nomination Deadline: June 15, 2026
- Nominating Committee Review Period: June 16–June 25, 2026
- Nominating Committee Report and Recommended Slate Submitted to the Board: June 25, 2026 (intended to satisfy the Bylaws requirement that the Committee report its nominations to the Board at least forty-five (45) days prior to the election)
- Final Recommended Slate Announced: June 26, 2026
- Election Ballots Distributed: June 30, 2026
- Voting Deadline / Election Closes: August 15, 2026
- Election Results Announced: August 16, 2026