



## **Santa Barbara Vintners Annual Meeting Agenda**

**Time:** June 17, 2026 3:00PM Pacific Time (US and Canada)

**Location:** Santa Ynez Valley Marriott Hotel, 555 McMurray Rd, Buellton, CA 93427

This Annual Meeting is informational in nature, open to the public, and free of charge. No Board action will be taken and no District business will be conducted. Staff and board members may briefly respond to comments and questions on the agenda items; however, items not on the agenda will not be considered at length and will be reserved for a future meeting of the Board.

1. 3:00pm: Arrival and Reception
2. 4:00pm: Welcome: Pierre LaBarge IV, LaBarge Winery, Outgoing Board President
3. Presentations by:
  - a. **Santa Barbara Vintners Staff:** The staff will provide an overview of the organization's structure and purpose, events and programs administered by the organization, marketing campaign results, industry and governmental partnerships, and a summary of organizational revenues. Presenters include:
    - i. Alison Laslett, CEO
    - ii. Emily Byram, Director of Events
    - iii. Phil Carpenter, General Manager
  - b. **The Zimmerman Agency, Public Relations:** TZA will provide a report on public relations activities conducted on behalf of the organization since October 2025, including media outreach, earned media results, press trips and events, key placements, and overall performance metrics and outcomes achieved. Presenters include:
  - c. Presenters include:
    - i. Jessica Vaughan, Sr. VP, Public Relations
    - ii. Alycia Rae, Sr. VP, Public Relations
4. 5:00pm: Public Comment Relating to the Presentations
5. 5:15pm: Closing: AJ Fairbanks, Crown Point Winery, Incoming Board President
6. 5:30pm: Annual Meeting Adjourned

5:30pm – 6:00pm: Reception and Informational Tables:

Following the presentations, attendees are invited to visit the following informational tables during the Reception to ask questions regarding the topics presented.

- a. Santa Barbara Vintners Organization & Board:
  - i. Alison Laslett & AJ Fairbanks
- b. Public Relations
  - i. The Zimmerman Agency & Phil Carpenter
- c. Marketing
  - i. KWSM & Brook Christian
- d. Events
  - i. Amy Christine & Emily Byram

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).