



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

Time: June 16, 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, 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. KPI Update
- b. Annual Meeting June 17th

b. Events Director Report

- a. Summer Soiree
- b. Vintners Festival

c. General Manager Report

a. FAM (Familiarization) Tour in early June

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 Items requiring additional discussion may be withdrawn from the listing and addressed in separate actions.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 May 2026 meeting

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

a. **Finances (Dan Glaeser)**

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

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

i. The Board will receive an update on the applications for board membership received to date and discuss the election process to fill three (3) vacant seats.

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

The Board may elect board officers for the 2026-2027 term: Board President, Vice President, Secretary and Treasurer.

i. Current expressions of interest include:

1. Andrew Murray – Vice President or Secretary

ii. Additional nominations or expressions of interest may also be made during the meeting prior to any vote.

8. Other Business

9. Adjournment

Regular Board Meetings are held the 3rd 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.



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

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

1. Call to Order: 10:03am
2. Roll Call

In Person: Pierre, LaBarge, Steve Gerbec, Jason Djang, AJ Fairbanks, Kristina Caruso, Keith Saarloos, Chase Carhartt, Brooke Christian, Andrew Murray, John Haan

Absent: Kevin Gleason, Mike Testa, Dan Glaeser, Denise Shurtleff, Karen Steinwachs

3. Announcements Regarding Santa Barbara Vintners' Business: None

4. Reports From CEO, GM & Events Director

a. CEO Report

- a. Next Board meeting is June 16th
- b. Annual Meeting June 17th @ Santa Ynez Valley Marriott
- c. FAM (Familiarization) Tour in early June
 - i. 8 members of press, 2 members of PR firm
- d. CDFA Specialty Crop Block Grant
 - i. SBV has proceeded to final round
 - ii. \$500,000 marketing funds
- e. Historical Sales Tax Data for SBC
 - i. SBV provided with Bradley Burns Sales tax data from county
 - ii. Q4 of 2025, SBV ran digital campaign

Public Comment: 1

- f. Saarloos Office Space
 - i. Possible office space located in Los Olivos

- ii. Due to connection with board member, meeting with broker
- g. By Laws update
 - i. SBV working with attorneys on updating by-laws

b. Events Director Report

- a. Mission SB
 - i. 32 buyers attended from CA & other states
 - ii. 4 local buyers from local wine region
 - iii. Positive feedback from wineries and buyers
- b. Vintners Festival
 - i. Ticket sales are active
 - ii. Winery participation interest form sent
 - iii. Registration form to be sent

c. General Manager Report: None

- a. Operational updates, if any: None

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).

No public comment

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

ACTION: Approve items on consent calendar

Motion: Steve Gerbac

Second: AJ Fairbanks

Unanimous approval

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

a. Finances (Alison Laslett)

- i. Statements of Financial Position & Statement of Activity (document)
- ii. Alison presents reports

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.
 1. Current committee structure can be slow to mobilize and work with marketing firms
 - a. Staff should manage marketing firms
 - b. Let marketing/PR firms handle the work
 2. Plan to rebuild Marketing Committee and prioritize communication with wineries and understand their priorities.

Public Comment: 4

ACTION: Motion to dissolve Marketing Committee as it currently stands and add Alex Gerberick to board for the Kristina's term.

Motion: Kristina

Second: Steve

Unanimous approval

c. Board Size (Pierre LaBarge)

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

Original goal was to ensure enough seats were available to include new wineries. Now, several board seats are currently available, so board can be reduced in size and still have room to add new board members.

ACTION: Motion to reduce board size to 13 board members.

Motion: Brooke

Second: AJ

Unanimous approval

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).

Public comment: 1

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.

ACTION: Motion to appoint AJ Fairbanks as President of SBV Board of Directors

Motion: Pierre

Second: Kristina

Unanimous Approval

8. Other Business

- a. Emily provides update on Foundation events
 - i. Foundation Golf Tournament took place day before
 - ii. CHC Vineyard Work Health Check event at Star Lane Vineyard
 - iii. Summer Soiree event taking place at The Inn at Mattei's Tavern

9. Adjournment: 11:38am

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Santa Barbara Vintners Association

Statement of Activity
January-May, 2026

	Total
Revenue	
4000 Business Membership Dues	31,798.00
4015 Mission SB Wine Camp Income	18,000.00
4500 Events	
4510 Tickets	18,058.25
Total for 4500 Events	\$18,058.25
4650 BID Income	
4651 BID Q2 2025	3,553.73
4652 BID Q3 2025	11,645.63
4653 BID Q4 2025	316,932.62
4654 BID Q1 2026	238,122.09
Total for 4650 BID Income	\$570,254.07
4900 Interest & Dividends	\$645.68
4920 Interest	388.36
Total for 4900 Interest & Dividends	\$1,034.04
Total for Revenue	\$639,144.36
Gross Profit	\$639,144.36
Expenditures	
5000 Administrative Wages & Salaries	
5100 Personnel	\$152,903.64
Total for 5000 Administrative Wages & Salaries	\$152,903.64
5200 Employee Benefits	
5220 Health Care	17,139.09
5260 Workers Compensation	40.89
5270 Retirement Plan Contribution	4,954.64
Total for 5200 Employee Benefits	\$22,134.62
5300 Payroll Taxes	11,907.02
5360 Retirement Plan Processing Fee	2,125.00
5400 Employee Generated Costs	
5410 Airfair	1,650.13
5420 Lodging	2,194.67
5430 Ground Transportation	347.14
5440 Meals	2,337.62
5450 Mileage	804.86
5490 Industry Events	1,816.97
Total for 5400 Employee Generated Costs	\$9,151.39

Santa Barbara Vintners Association

Statement of Activity

January-May, 2026

	Total
5500 Office Expense	
5510 Rent - Office	625.00
5520 Storage	6,410.00
5565 Membership & Subscriptions	1,485.96
5570 Telephone	
5572 Office	850.29
5575 Cell	1,665.79
Total for 5570 Telephone	\$2,516.08
5585 Gifts	740.13
5590 Office Supplies	539.39
5595 Other Miscellaneous	1.95
Total for 5500 Office Expense	\$12,318.51
5700 Member/Board Meeting Expenses	419.60
5800 Technology	
5820 Internet Service Expense	463.42
5830 Data Storage	13.97
5840 Website/Email Hosting	688.33
5875 Software Subscriptions	5,750.09
Total for 5800 Technology	\$6,915.81
5900 Postage & Mailing	108.17
6000 Event Expenses	\$19.38
6004 Event Travel	632.70
6015 Buses	8,073.00
6020 Contract Labor	
6020.20 Event Management	14,475.00
Total for 6020 Contract Labor	\$14,475.00
6020.1 Catering	60.97
6035 Food Service	182.13
6070 Permits/Site Fees	279.00
6075 Rentals	
6075.10 Tents/Tables/Chairs	18,985.66
6075.50 Portables	995.00
6075.60 Vehicle & Infrastructure	1.50
Total for 6075 Rentals	\$19,982.16
6085 Supplies	460.01

Santa Barbara Vintners Association

Statement of Activity

January-May, 2026

	Total
6090 Wine Dinner	1,059.44
6095 Misc Event Expenses	422.85
Total for 6000 Event Expenses	\$45,646.64
7000 Marketing & Communications	
7001 Industry	
7001.3 Meals	433.04
Total for 7001 Industry	\$433.04
7002 Agency Travel and Visitation	306.80
7014 Travel	10,770.35
7050 Printing	\$3,251.28
7050.10 Event Collateral	51.33
7050.20 AVA Maps	575.22
Total for 7050 Printing	\$3,877.83
7100 Graphic Design	1,500.00
7120 Photography	2,000.00
7140 PR Retainer	50,538.51
7145 Marketing Collateral	529.12
7148 Public Relations	62.89
7150 Website Design and Development	6,900.00
7155 Grant Writer	3,415.00
7510 Digital Media Placement	5,046.43
7523 Social Media Management	6,000.00
Total for 7000 Marketing & Communications	\$91,379.97
7280 Travel Reim - Non Employee	8,698.82
7600 Professional Fees	
7610 Accounting Fees	\$2,354.36
7610.10 Bookkeeping	137.50
Total for 7610 Accounting Fees	\$2,491.86
7650 Consultant	18,403.87
Total for 7600 Professional Fees	\$20,895.73
7680 Insurance - Liability	
7680.10 Board of Directors Liability	1,054.00
7680.20 Liability & Property	3,739.50
Total for 7680 Insurance - Liability	\$4,793.50

Santa Barbara Vintners Association

Statement of Activity

January-May, 2026

	Total
7900 Finance Fees	
4658 HdL Processing Fees	14,844.98
7910 Merchant Card Fees	879.85
7915 Bank Charges	35.00
7935 Loan Interest	5,406.33
Total for 7900 Finance Fees	\$21,166.16
Reimbursements	2,812.50
Total for Expenditures	\$413,377.08
Net Operating Revenue	\$225,767.28
Net Revenue	\$225,767.28

Santa Barbara Vintners Association

Statement of Financial Position

As of May 31, 2026

	TOTAL	
	As of May 31, 2026	As of May 31, 2025 (PY)
Assets		
Current Assets		
Bank Accounts		
0900 US Bank Checking 0901	3,877.07	24,479.83
0960 American Riviera Bank 1384	398,383.02	82,879.34
0970 American Riviera Bank Savings	125,326.71	109,574.85
1002 Paypal	879.27	1,777.38
1090 Petty Cash	0.00	0.00
Total for Bank Accounts	\$528,466.07	\$218,711.40
Accounts Receivable		
1200 Accounts Receivable	10,492.50	12,485.50
Total for Accounts Receivable	\$10,492.50	\$12,485.50
Other Current Assets		
1201 Due to/from	\$16,909.66	
1210 Due to/from SBVF	7,891.56	646.89
1211 Due to/from Alison	568.31	0.00
Total for 1201 Due to/from	\$25,369.53	\$646.89
1205 Nightout Reserve	0.00	0.00
1299 Undeposited Funds	300.00	150.00
1300 Prepaid Expenses	200.00	0.00
1310 Clearing.	0.00	-20.00
1350 Deposits	\$0.00	\$0.00
1355 Workers Comp. Deposit	0.00	0.00
1375 Kallman Properties	0.00	0.00
1385 Eventbrite Reserve	0.00	0.00
Total for 1350 Deposits	\$0.00	\$0.00
QuickBooks Tax Holding Account	6,189.63	
Total for Other Current Assets	\$32,059.16	\$776.89
Total for Current Assets	\$571,017.73	\$231,973.79
Fixed Assets		
1520 Office Equipment & Furniture	65,482.15	65,482.15
1521 Computer Software	2,880.54	2,880.54
1525 Accumulated Depreciation	-66,865.95	-66,865.95
Total for Fixed Assets	\$1,496.74	\$1,496.74
Total for Assets	\$572,514.47	\$233,470.53

Santa Barbara Vintners Association

Statement of Financial Position

As of May 31, 2026

	TOTAL	
	As of May 31, 2026	As of May 31, 2025 (PY)
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	11,391.22	19,144.89
Total for Accounts Payable	\$11,391.22	\$19,144.89
Credit Cards		
2003 Amex - Credit Card	-\$54,452.90	\$4,673.40
2003-1 Alison Laslett	45,022.16	988.18
2003-2 Phil Carpenter	11,057.71	659.93
2003-3 Emily Byram	38,030.21	0.00
2003-4 Amy Christine	4,915.84	
2003-5 Emily B - FOUNDATION	4,890.73	
Total for 2003 Amex - Credit Card	\$49,463.75	\$6,321.51
Total for Credit Cards	\$49,463.75	\$6,321.51
Other Current Liabilities		
2120 Clearing (deleted)	0.00	-1.98
2125 Dues Invoiced Prior Year	0.00	0.00
2150 Payroll Taxes Payable	0.00	0.00
2200del Sales Tax Payable (Do not use)	0.00	0.00
2201 Payable to SBCVF	0.00	0.00
2220 State Board of Equalization Payable	0.02	-91.07
Direct Deposit Payable	0.00	0.00
Out Of Scope Agency Payable	0.00	2.71
Payroll Liabilities		
401(k)	-1,147.00	555.77
401(k) Catch-up	0.00	0.00
CA PIT / SDI	1,299.85	0.00
CA SUI / ETT	37.27	-28.00
Federal Taxes (941/944)	4,852.51	0.00
Federal Unemployment (940)	0.00	-84.00
ME Income Tax	13.00	
Total for Payroll Liabilities	\$5,055.63	\$471.77
Pennsylvania Department of Revenue Payable	0.00	11.33
Total for Other Current Liabilities	\$5,055.65	\$392.76

Santa Barbara Vintners Association

Statement of Financial Position

As of May 31, 2026

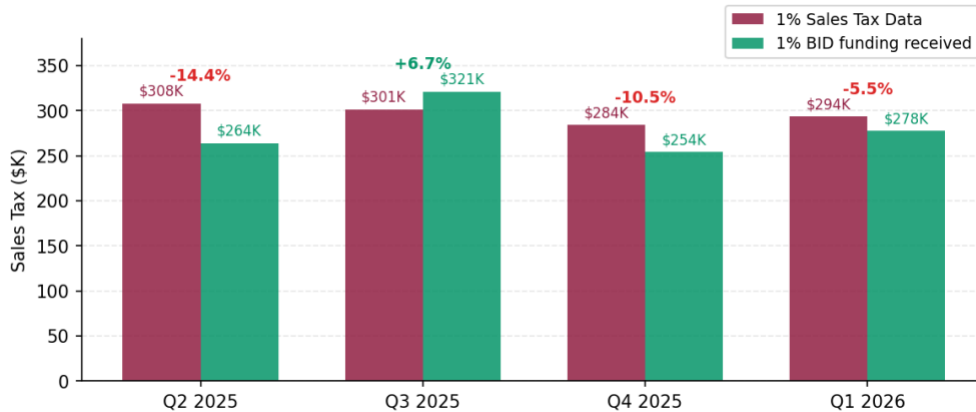
	TOTAL	
	As of May 31, 2026	As of May 31, 2025 (PY)
Total for Current Liabilities	\$65,910.62	\$25,859.16
Long-term Liabilities		
2035 SBA Loan 2021	478,203.81	491,357.42
2040 SBA PPP Loan	0.00	0.00
Total for Long-term Liabilities	\$478,203.81	\$491,357.42
Total for Liabilities	\$544,114.43	\$517,216.58
Equity		
3030 Opening Bal Equity	0.00	0.00
3900 Retained Earnings	-197,367.24	-104,777.68
Net Revenue	225,767.28	-178,968.37
Total for Equity	\$28,400.04	-\$283,746.05
Total for Liabilities and Equity	\$572,514.47	\$233,470.53

Santa Barbara Vintners Association – KPI Report

A comparison between 1% sales tax paid* vs 1% BID assessment received

To illustrate any variance in assessment target

* As reported by HdL to Santa Barbara County



4-Quarter Total: Reported \$1,187,123 | Actual \$1,116,917 | **Variance: -\$70,206 (-5.9%)**

PR & Advertising Performance Summary

Q4 2025 & Q1 2026 • Santa Barbara Vintners

\$973K PR Media Value (Q4 2025*)	237.9M PR Impressions (Q4 2025)	162 Media Placements (Q4 2025)
\$90.5K PR Media Value (Q1 2026*)	48.6M PR Impressions (Q1 2026)	13 Media Placements (Q1 2026)
+600% Website Traffic (66K visitors)	0.86% Ad CTR (vs 0.35% industry avg)	38.8% Email Open Rate (vs 21% avg)

*Note: PR measurement methodology changed Q4 to Q1.

	<u>SBV Performance</u>	<u>Industry Average</u>	<u>Results:</u>
CTR	0.86%	0.35%	2.5x Better
Email Open Rate	38.8%	21%	1.8x Better

Advertising & PR Dashboard

Data extracted from The Zimmerman Agency & KWSM Reports, and portal reports — Q4 2025 & Q1 2026

1. Website Traffic

Period	New Visitors	Growth	Notes
Nov 2024 - Jan 2025	66,000	+600%	vs. prior period

2. Ad Performance — Let's Go Campaign (Meta + Google Display)

Metric	Oct–Nov–Dec 2025	Q4 2025 Total	Benchmark
Spend	N/A (monthly)	\$43,363.03	—
Impressions	N/A	16,047,153	—
Clicks	N/A	138,004	—
CTR	N/A	0.86%	0.35% avg
CPC	N/A	\$0.31	—
CPM	N/A	\$2.70	—

Note: Monthly breakdown not available — only Q4 totals provided

3. Email Performance (Q4 2025)

Email	Open Rate	CTR
Email #1	39%	2.3%
Email #2	39%	1.6%
Email #3	35%	1.6%
Email #4	38%	1.5%
Email #5	38%	1.1%
Email #6	44%	2.5%
Average	38.8%	1.77%

Industry average email open rate: 21%

4. PR Placements & Impressions

Month	Placements	Est. Impressions	Media Value	Quarter
Oct 2025	12	17,620,572	\$72,096	Q4 2025
Nov 2025	30	44,051,430	\$180,240	Q4 2025
Dec 2025	120	176,205,720	\$720,960	Q4 2025
Q4 2025 Total	162	237,877,722	\$973,296	
Jan 2026	3	43,062,089	\$39,678	Q1 2026
Feb 2026	6	4,170,923	\$38,581	Q1 2026
Mar 2026	4	1,325,923	\$12,257	Q1 2026
Q1 2026 Total	13	48,558,935	\$90,516	
Apr 2026	8	17,932,856	\$44,683	Q2 2026
YTD 2026 (Jan-Apr)	21	66,491,791	\$135,199	

5. PR Reach — Total Impressions

Period	Total Impressions	Avg per Placement
Q4 2025 (Oct-Dec)	237,877,722	1,468,381
Q1 2026 (Jan-Mar)	48,558,935	3,735,303
Apr 2026	17,932,856	2,241,607
YTD 2026 (Jan-Apr)	66,491,791	3,166,276

6. Media Reach & Value Summary

Quarter	Channel	Reach/Impressions	Est. Value
Q4 2025	Paid Ads (Meta + Google)	16,047,153	\$43,363 (spend)
Q4 2025	Email	6 campaigns	N/A
Q4 2025	PR	237,877,722	\$973,296
Q4 2025	Website	66,000 visitors	N/A
Q1 2026	PR	48,558,935	\$90,516
Apr 2026	PR	17,932,856	\$44,683

Grand Totals

Q4 2025 PR Media Value: \$973,296

Q4 2025 PR Impressions: 237,877,722

YTD 2026 PR Media Value: \$135,199

YTD 2026 PR Impressions: 66,491,791

Q4 2025 Ad Spend: \$43,363.03

Q4 2025 Ad Impressions: 16,047,153

Notes

- Q4 2025 PR data from 2025 EOY Report (162 placements Oct-Dec)
- Monthly ad breakdown not available — only Q4 totals provided
- Website traffic data covers Nov 2024 - Jan 2025
- Email dates not specified

Acronym Legend

Reference guide for terms used in the Marketing & PR Performance Summary

Term	Definition	Explanation
CTR	Click-Through Rate	Percentage of people who clicked on an ad or link after seeing it. Calculated as $(\text{Clicks} \div \text{Impressions}) \times 100$.
CPC	Cost Per Click	The average amount paid for each click on an ad.
CPM	Cost Per Mille (Thousand)	The cost to reach 1,000 impressions. Calculated as $(\text{Total Spend} \div \text{Impressions}) \times 1,000$.
PR	Public Relations	Earned media coverage through press outreach, media relationships, and storytelling.
Impressions	Number of times content was displayed	Total views or exposures of an ad, article, or piece of content. Does not measure unique viewers.
Media Value	Estimated PR Media Value	The estimated equivalent advertising cost if the earned media coverage had been purchased as paid advertising.
Placements	Media Placements	Individual instances of coverage in publications, websites, or media outlets.
Open Rate	Email Open Rate	Percentage of email recipients who opened an email. Calculated as $(\text{Opens} \div \text{Delivered}) \times 100$.
YTD	Year to Date	Cumulative total from January 1 through the current reporting period.
MoM	Month over Month	Comparison of a metric from one month to the previous month.
Q1/Q2/Q3/Q4	Quarter 1/2/3/4	Q1: Jan–Mar, Q2: Apr–Jun, Q3: Jul–Sep, Q4: Oct–Dec.

Industry Benchmarks Referenced

Display Ad CTR: 0.35% average (Google Display Network)

Email Open Rate: 21% average (Mailchimp, 2024)