



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 Items requiring additional discussion may be withdrawn from the listing and addressed in separate actions.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

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.