



**El Dorado Winery Association
Board of Directors Meeting
Via Zoom and in person @ ED Chamber
March 9, 2022**

Attendance

Jonathan Lachs (President) – Cedarville
Tim Mittelstaedt (Vice President) – Toogood (joined online 9:40 am)
Sara Rangel (Secretary) – Smokey Ridge Ranch
Nolan Jones (Treasurer) – Lava Cap
Jordan Mingle (Director) – David Girard Vineyards
Tyler LuCarelli (Director) – Oakstone
Martin Nygaard (Director) – Via Romano
Stephanie Singer (Director) – Skinner Vineyards
Kenyon Elliott (Director) – Field Number Fifteen (9:17 not in first two votes)
Kara Sather (Executive Director)

Alex Henderson - Golden Leaves
Carey Skinner - Skinner Vineyards
Courtney Russell - Oakstone
Greg McCormac- Dean of Viticulture at Folsom Lake College

Meeting was called to order by Johnathan Lachs at 9:06 am.

Stephanie Singer made a motion to approve the agenda with changes seconded by Martin Nygaard Yes 6, No -0

Approval of Minutes Stephanie Singer moves to approve, Martin Nygaard Seconds Yes - 7 No - 0 Abstain - Kenyon Elliot

Treasurer's Report/Budget Update

Motion to receive and file Treasurer's Report by Jordan Mingle.

Nolan Jones gave a brief overview of the budget. Motion to approve the budget made by Stephanie Singer, seconded by Kenyon Elliot Yes - 8, No - 0

Grant Update - Kara Sather

Next month Lexi Boeger and Russ Reyes will give a full overview of the grant status to date, three years ago the board decided that we as an organization are too dependent on event revenue. That is where the idea of a subscription service was devised. This is going to be a web-based app. Most Viable Product Stage for 3-4 months. We need a board member to be involved in these meetings for fiduciary oversight.

The grant has a salary allocated for an individual to manage the app, and onboard wineries and other tourism businesses. Will be looking into hiring for that position.

Events Update - Kara Sather

Passport: Tickets sales have flattened. Marketing pieces are kicking in now. River City Wine Week and Sac Magazine are doing some marketing for us. Visit El Dorado is doing dedicated email blasts marketing. Tahoe Tribune marketing Campaign (email blasts and Geotargeting). Style Magazine - getting our postcards inserted into 10,000 of their magazines targeting certain neighborhoods. Other marketing efforts include Palladio electronic billboard and Visit Sacramento marketing campaign. To date we have sold 750 tickets. Price increase April 1st.

Sponsorships: 8,500 in sponsorship now which is over budget.

WINEcation: will be held September 17 - asking all wineries to participate - no fee and will be a fun, exciting event.

ACTION ITEM: Next Agenda/Meeting: talk about renewal process or discounts for participation. Encourage participation.

Next Year's Passport TGOT: 21st-23rd of April.

Internal Engagement

Winery Feedback Review: Still have lots to do

ACTION ITEM: Kara sends out a list of the wineries that still need done.

Public Relations

Collaborative Meeting Update: Lee Hodo wants to meet with Jonathan Lachs and Nolan Jones to talk about PR stuff. Topics: if the Media goes to Lee that she doesn't officially represent EDWA - those inquiries need to go to Kara. Big Little Legends by Gair Maxwell - a branding specialist. We inspire leaders to build irresistible brands. To get El Dorado the attention we need, we can't keep following the same PR messages of the past - we need to take a leap to stand out. Kara wants to reach out to Gair to see what his branding costs might be. Create a hook to pull people here. Can we create a PR/Marketing committee that makes these decisions?

ACTION ITEM: Kara reviews the grant to see if there is any money for branding/figuring out our message.

ACTION ITEM: Kara reaches out to Gair Maxwell to get pricing of the branding package.

Folsom Lake College

Greg McCormac - Dean of Viticulture at Folsom Lake College. Over the last 24 months FLC has made two significant changes to the program: program will be permanently available online by spring semester; and eliminated a course focused on machinery of winemaking. They will be offering an OSHA forklift cert course for students next Fall. Already have an instructor who can teach this. While they are pursuing a small teaching vineyard on site the Mohana Family Experience is still something they are interested in. They are also looking at tying in the chemistry and drone programs with the Viticulture program.

Marketing Update

Big Red Update: Hanna and Amanda give updates. They will be attending all board meetings to present the month's marketing report. They gave updates on Jan and Feb marketing reports.

Executive Director Update

Town Center Tasting Room: 16 wineries responded in interest. This is not an EDWA endeavor, but the wineries will lead it. Amador 360 is an example (a little different). Need to look at the viability of how it would work. The wineries will be the deciders of the business models, the allocated space is approximately 800 square feet. Next Step: meeting with Kevin Nagel and team to flush it out and determine who is still interested.

Safe Server Training: Starting this July. ABC is offering training (in person or over zoom). Get everyone together to pay for it together. ‘

ACTION ITEM: Kara finds out if a live session is necessary before taking the online test or if we can just take the test?

Sip and Stroll: Folsom needs 3 more wineries. April 9th. On Sutter Street. Sara Rangel, Keyon Elliot, and Alex Henderson are in. El Dorado hills chamber of commerce having an event on the 16th and looking for 4 cases (2 white 2 red) for marketing trade. Let's send out a request.

ACTION ITEM: Send out the El Dorado Hills Chamber wine opportunity to the whole membership. Need for next week.

Ag Pass: Working with Kim from Monterey County and Bernadette from Mendocino on how we can create an Ag Pass to get production people bag into the wineries during evacuations in Fire Season. There is a way to get trained so that you are auto granted a pass so you don't need to do it on a one-to-one basis during fires.

Sac Wine and Beer Trail: Comprehensive guide distributed throughout the region. Jody Franklin has put money towards it. Opportunity for specific wineries to advertise in it. EDWA could also pay to have splash page marketing in it. Maybe a pay to play? Maybe EDWA PR/Marketing dollars to buy it?

Meeting adjourned at 12.02 by Jordan Mingle, seconded by Martin Nygaard. Yes – 7 , no - 0