

Santa Cruz Mountains Winegrowers Association
SCMWA Board of Directors
APPROVED MEETING MINUTES
January 23, 2025

Meeting Location: Zoom

Attendance:

Board Members: Cory Bosworth (Cooper-Garrod), Jim Cargill (House Family), David Goldfarb (Clos de la Tech), Sarah Green (Neely), Mary Lindsay (Muns Vineyard), Sophie Sharabi (Mount Eden), Ken Swegles (Madson)

Staff: Keiki McKay

A meeting of the Board of Directors is called to consider the following items for discussion and action:

1. Call to Order: 10:05 am by Jim Cargill
2. President's Report (Jim Cargill)
 - a. Approval of December meeting minutes
 - i. Motion to approve.
 - ii. 1st Cory Bosworth, 2nd – David Goldfarb
 - iii. Approved unanimously
 - b. Executive Committee Slate
 - i. The Executive Committee meets before the Board meeting to form the agenda and discuss issues that should come to the Board. The Board votes on the Executive Committee every January to serve for the rest of the year. The President works with the Director on a regular basis. The Vice President stands in for the President. The Secretary takes meeting minutes and makes sure we follow the Bylaws. The Treasurer oversees the financials.
 - ii. Cory Bosworth has served as Vice President and wants to step down in this position. Thank you to Cory for serving in this role the last few years.
 - iii. The proposed Executive Committee slate is as follows: Jim Cargill to continue as President; Jim Schultze to continue as Treasurer; Mary Lindsay to continue as Secretary; and Sophie Sharabi to be Vice President.
 - iv. Motion to approve
 - v. 1st Cory Bosworth, 2nd – Ken Swegles
 - vi. Approved unanimously.
3. Treasurer's Report (Keiki McKay)
 - a. Review of 2024 financials: the year closed with a loss of \$9400 due to a loss on the trade auction (\$6000) and a few other small losses. This amount expected to be offset in 2025 with the grant budget. The Grand Tasting exceeded budget expectations.
 - b. Grant budget
 - i. \$498K total received from the grant. This year's grant budget is \$252,500 – front-loaded with video production and the digital map.

- ii. The grant is an opportunity to take our marketing to the next level. It includes some expenses that would have been in our regular budget, including Grand Tasting expenses.
 - iii. The map is to be finished by the end of June and will be paid in full this year. Then ongoing annual maintenance cost.
 - iv. Motion to approve the 2025 Grant Budget
 - v. 1st Mary Lindsay, 2nd – Cory Bosworth
 - vi. Approved unanimously
 - c. A/R report: one member dropped out (Fernwood).
- 4. Director's Report (Keiki McKay)
 - a. Grand Tasting:
 - i. Will be held inside again as last year, but will be arranged to be less crowded and noisy.
 - ii. An educational program will be added, funded by the grant
 - b. Committees
 - i. Reinstitute the vintner tastings
 - ii. Cory wants to resume TR manager meetings.
- 5. Next Board meeting March 18, 10am on Zoom
- 6. Future meeting dates: May 20, Aug. 19, Nov. 18, Dec. 9
- 7. Upcoming Event Calendar
 - March 30, 2025: Grand Tasting
 - April 26: The Perfect Pair
- 8. Adjourn
 - a. Motion to Adjourn: 10:59am
 - b. 1st –Mary Lindsay, 2nd – David Goldfarb
 - c. Approved unanimously



Santa Cruz Mountains Wine Improvement District

Feasibility Timeline

December 3, 2024

Action	Date
Phase 1 - Feasibility Timeline	
Initiate Project / Kick-off Call	July 25, 2024
Winery owner outreach and consensus building; <i>ongoing</i>	August - November 2024
Initial Steering Committee meeting; <i>recurring</i>	August 15, 2024
Database development	August - October 2024
Winery outreach initiative: Postcard & email invites sent to wineries for Open House (FAQ emailed)	Week of August 19, 2024
Winery outreach initiative: Morning & afternoon Open Houses held; included: FAQ, presentation, survey, proposed WID boundary	September 4, 2024
Winery outreach initiative: Survey sent to wineries; 29 responses as of November	September 19, 2024
City/County staff and elected officials outreach; <i>ongoing</i>	October - November 2024
Draft Feasibility Study & initial Service Plan	October - November 2024
Send Feasibility Study & Service Plan to Steering Committee; <i>ongoing review</i>	November 2024
Finalize Feasibility Study & Service Plan	November 2024
Phase 2 - Formation Timeline	
Continued business outreach and consensus building	Month 1 - 9
Develop initial draft Management District Plan (MDP)	Month 1
Submit draft MDP to Steering Committee	Month 1
Submit draft MDP and Petition to County staff; <i>ongoing review</i>	Month 2 - 3
Final MDP and Petition approved by County staff	Month 4
Submit draft ROI, Notice, and ROF to County staff	Month 4
Petition Drive	Month 5 - 6
Submit Petitions totaling over 50% of assessment to County staff	Month 6
Board of Supervisors	Month 7
<ul style="list-style-type: none"> Resolution of Intention 	Month 7
Mail	Month 7
<ul style="list-style-type: none"> Notice of Public Meeting/Hearing - <i>Should be mailed 1 day after ROI is adopted. Must be mailed 45 days before public hearing. Clerk certification of mailing is required.</i> 	Month 7
Board of Supervisors - Public Meeting	Month 8
<ul style="list-style-type: none"> Public Meeting - No action required - <i>Must be held at least 10 days after Notice of Public Meeting/Hearing is mailed and at least 7 days before Public Hearing is held.</i> 	Month 8
Board of Supervisors - Public Hearing	Month 9
<ul style="list-style-type: none"> Public Hearing & Adopt Resolution of Formation - <i>Must be held at least 45 days after Notice is mailed.</i> 	Month 9
District begins collecting assessment	Month 10