

Santa Cruz Mountains Winegrowers Association
SCMWA Board of Directors
APPROVED MEETING MINUTES
November 18, 2025

Meeting Location: Zoom

Attendance:

Board Members: Ryan Beauregard, (Beauregard); Bradley Brown (Big Basin), Jim Cargill (House Family), David Goldfarb (Clos de la Tech), Sarah Green (Neely), Mary Lindsay (Muns Vineyard), Jerold O'Brien (Silver Mountain), Jim Schultze (Windy Oaks), Sophie Sharabi (Mount Eden); Steve Storrs (Storrs), Ken Swegles (Madsen).

Staff: Keiki McKay

Guests: Pam Lyra (Byington), Nathan Kandler (Thomas Fogarty)

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

1. Call to Order: 10:02 by Jim Cargill
2. President's Report (Jim Cargill)
 - a. Approval of August meeting minutes
 - i. Motion to approve.
 - ii. 1st Jim Schultze, 2nd – David Goldfarb
 - iii. Approved unanimously
 - b. Wine Business Improvement District Update (Keiki and Jim Cargill)
 - i. WBID was approved by the Santa Cruz County Board of Supervisors on Oct. 21.
 - ii. We are now subject to the Brown Act for transparency: a majority of the Board cannot discuss any Board issue; "reply all" has been disabled on the Board email list; cannot have a serial meeting.
 - iii. We are now identified as the Santa Cruz Mountains Wine Heritage District.
 - iv. An email announcing the WBID was sent to all District members.
 - v. Instructions will be provided for POS systems for tracking assessments.
 - vi. Discussion about whether to pass on the fee to consumers: Some are, some are not. Suggest a survey to find out who is deciding which. Concerns about the discrepancy as perceived by consumers.
 - vii. Sales tax will be charged on the fee if it is collected as part of the cost of doing business.
 - viii. A majority of wineries can petition to stop the WBID each year; the process renews every 5 years.
 - c. Unified

- i. Jerold O'Brien is willing to manage the regional tasting table and requests volunteers to help, and donations of 4-6 bottles by end of Dec., suggest bringing to the Dec. annual meeting.
3. Treasurer's Report (Jim Schultze)
 - a. The financials have gotten more complicated, with the grant and now the WBID.
 - b. We won't see revenue from the WBID until mid-year and will be in the negative until then. Decided to not assess dues for half the year as it will be too confusing. Instead, will need to borrow to cover the first few months. Therefore, taking a conservative approach until the WBID monies start to come in. Starting with a 6-month budget, will be better able to project by about mid-May, then will plan for later in the year. Anticipating \$95K in WBID income for the first 6 months. The budget will be stronger in 2027 to do more.
4. Director's Report (Keiki McKay)
 - a. Expenses for the first 6 months will include needed updates to the website to include new members; updated collateral.
 - b. Income-producing events in 2026 will include the Grand Tasting, Taste of Terroir events; wine walks
 - c. A strategic planning meeting will be held with the Board in Feb. and will provide direction to the marketing committee to meet in March.
 - d. Will vote to approve the 2026 budget at the Dec. meeting.
 - e. Board elections: nominations are open. 3 seats are open (Sophie's, Bradley's and Jerold's) and all three are interested to continue. Election will be early Dec. and announced at the annual meeting. The executive committee suggests adding two new Board seats early in the year from the larger WBID members, to be approved by the Board.
5. Open Forum
 - a. Question about the new Bahia hotel in Santa Cruz, wine representation and contacts; suggest an event there.
6. Next Board meeting Dec. 10, 2:30pm at Wrights Station
7. Future meeting dates:
 - Jan. 20
 - Feb. strategic planning meeting, TBD
8. Events Calendar:
 - Menlo Park Wine Walk, 11/15
 - Aptos Wine Walk, 11/22
 - Annual Member Meeting, 12/10 at Wrights Station
9. Adjourn
 - a. Motion to Adjourn: 10:55am
 - b. 1st –Sophie Sharabi, 2nd – Mary Lindsay
 - c. Approved unanimously

APPROVED