

Santa Cruz Mountains Winegrowers Association
SCMWA Board of Directors
APPROVED MEETING MINUTES
December 10, 2025

Meeting Location: Wrights Station

Attendance:

Board Members: Cory Bosworth (Cooper-Garrod), 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 (Madson).

Staff: Keiki McKay

Guests: 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: 2:43 by Jim Cargill
2. President's Report (Jim Cargill)
 - a. Approval of November meeting minutes
 - i. Motion to approve.
 - ii. 1st Cory Bosworth, 2nd – Jerold O'Brien
 - iii. Approved unanimously
 - b. Elections
 - i. Results: Cory Bosworth, Jerold O'Brien, Bradley Brown, and Tommy Fogarty were elected to fill four seats.
 - ii. Motion to appoint Jim Schultze to the Board for a 1-year term. He should have been on the ballot but wasn't.
 - i. 1st Jerold O'Brien, 2nd – Mary Lindsay
 - ii. Approved unanimously
 - iii. The Bylaws allow 9-13 Board members. Discussion to amend the Bylaws to allow the number of Board members to be increased to 15, at the Board's discretion, especially now with increased membership through the WBID. Additional members can be appointed by the Board.
 - iv. Motion to change the number of Board members from 9 – 13 to 11 – 15.
 - i. 1st Jerold O'Brien, 2nd – Ken Swegles
 - ii. Approved unanimously
 - v. Will vote on EC slate at January's Board meeting
 - c. Brown Act
 - i. Meeting restrictions include: no serial meetings, marketing and EC meetings will need to be noted and agendaized. One-time ad hoc meetings with less than a quorum are acceptable.
3. Treasurer's Report (Jim Schultze)

- a. We have done well on the budget end-of-year and are close to breakeven. 2025 income was at \$368K; expenses at \$365K.
 - b. It is difficult to budget for 2026 as we don't know what to expect. We have a conservative budget for the first 6 months (through June) of 2026 which includes an anticipated \$95K in WBID income. In May/April we'll create a budget for the second half of the year once we start seeing income from the WBID, anticipated at \$350-\$500K for the first year.
 - c. A bridge loan of \$75K will cover the deficit for the first 3 months until we have cashflow from WBID income. We'll pay back the loan quickly with minimum interest.
 - d. Motion to approve the 2026 budget.
 - i. 1st Mary Lindsay, 2nd – Jerold O'Brien
 - ii. Approved unanimously
 - e. The grant is helping to support programs for the first half of the year. The grant for 2025 covers \$127,500 of marketing expenses.
4. Director's Report (Keiki McKay)
- a. A strategic Board planning meeting is scheduled for February 18 to set direction, which will help the marketing committee when it meets in March.
 - b. \$2K/month now on digital ads paid through the grant are getting great traction.
 - c. The digital map (paid for by the grant) has been previewed and revisions started for members.
 - d. New videos of winemaker interviews (paid for by the grant) will be up soon on the website.
 - e. On the wish list: billboards, member portal, merging the interactive map with Passport app (which will be very expensive).
 - f. About 25 more wineries will be added through the WBID.
 - g. The Grand Tasting is March 29 at Mountain Winery; anticipate 60 wineries wanting to participate. Attendance was down 15% in 2025; we need to get attendance back up.
5. Next Board meeting Jan. 20, 10am on zoom
6. Future meeting dates:
- Jan. 20, 10am on zoom
 - Feb. 18, 10-1:00 at Mount Eden
7. Executive Session Discussion
8. Adjourn
- a. Motion to Adjourn: 4:19pm
 - b. 1st –Cory Bosworth , 2nd – Jerold O'Brien
 - c. Approved unanimously