

Santa Cruz Mountains Winegrowers Association
SCMWA Board of Directors
APPROVED MEETING MINUTES
March 18, 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), Jerold O'Brien, Silver Mountain, Jim Schultze, Windy Oaks; Sophie Sharabi (Mount Eden); Steve Storrs, Storrs Winery.

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: 10:02 am by Jim Cargill
2. Presentation by McCue Communications
 - a. Highlights on activity since 2018 show tremendous growth in regional awareness:
 - i. Goals to: Increase media coverage of the SCM as a quality wine-producing region and desirable wine tourism destination; Increase online visibility; Increase and enhance visibility among wine industry professionals.
 - ii. Achieved through: Brand messaging, Visual messaging, Press kit, Campaign development, Social media content and advertising, Digital advertising, Media relations, Content creator partnerships, Regional wine tastings, Virtual tastings, Wine auction and Master class support.
 - iii. 435 million total media impressions, 40 media visits to the SCM, 50 sample shipments, 211 earned media placements, 15 press release distributions, 1.2 million paid social media impressions
 - b. CDFA Grant Support: Primary goal is to drive sales for SCM winegrowers by building awareness among urban Bay Area consumers.
 - i. PR/Marketing Objectives:
 - Increase awareness of the SCM among Bay Area consumers as a quality wine producing region with dozens of wineries to discover and visit by: 1. A digital media campaign, 2. Creation of an interactive digital map, including a story map, and 3. Promotional consumer events.
 - Increase the online visibility and engagement with SCM AVA particularly targeting Bay Area consumers and wine drinkers throughout the U.S., including a media fam tour and content creator partnerships
 - ii. Strategy: Introduce the SCM to new regional consumers, Appeal to the lifestyle of the SCM with a focus on wine, Position the region as a nearby travel destination, Meet consumers where they are gathering information, Appeal to the

approachability of the wine and producers. Less emphasis on traditional media, more on social media.

- iii. Target audience is local, focusing on younger generation; lifestyle messaging i.e. romanticism of growing wine, connection to the land, inclusive not exclusive.
 - Urban Sip & Stroll Taster: The wine curious easily explores SCM wines in wine bars and urban tasting rooms.
 - Adventure Taster: Wine enthusiasts who want to take their wine tasting adventures to the next level and are ready to discover the high quality of SCM wines. Money is no object and wine is a status symbol. The thrill of discovery is appealing and they are ready to brave the mountain roads.
 - Day Tripper Taster: Includes Day Trippers and Wine Connoisseurs, motivated by unique events and one-of-a-kind offerings. Will come to the region for special events.
- c. Individual wineries can leverage off of these programs by reaching out to and interact with the source if you're included and post results to your social media.

3. President's Report (Jim Cargill)

- a. Approval of January meeting minutes as revised
 - i. Motion to approve.
 - ii. 1st Jim Schultze, 2nd – Sarah Green
 - iii. Approved unanimously
- b. Wine Business Improvement District (WBID) Update
 - i. Steering Committee members: Jim Schultze, Jim Cargill, Dave Ferrari. Meeting scheduled for the next day. Keiki will send draft plan following this meeting.
 - ii. Santa Barbara has approved their WBID.
 - iii. Four of our members lost in the last year affects membership income.
 - iv. Discussion about status of non-SCMWA members.

4. Treasurer's Report (Jim Schultze)

- a. We are facing an accounting challenge with books for our normal accounting plus the grant and WBID books and will need to come up with an accounting structure for all three.
- b. Expenses and revenues are inline with the budget, although still early in the year.
- c. Wineries are challenged to pay their dues but are stepping up. A/R is good.

5. Director's Report (Keiki McKay)

- a. Grand Tasting March 30:
 - i. 60% sold to date (with the goal of 400 guests)
- b. Additional Events:
 - April 26: The Perfect Pair
 - May 17: Taste of Terroir at David Bruce Winery
 - June 14: Taste of Terroir at Beauregard Ranch

6. Next Board meeting May 20, 10am on Zoom

7. Future meeting dates: Aug. 19, Nov. 18, Dec. 9

8. Adjourn

- a. Motion to Adjourn: 11:24am
- b. 1st – Jim Schultze, 2nd – Cory Bosworth
- c. Approved unanimously

APPROVED