

Santa Cruz Mountains Winegrowers Association  
SCMWA Board of Directors  
APPROVED MEETING MINUTES  
May 20, 2025

Meeting Location: Zoom

Attendance:

Board Members: Ryan Beauregard, (Beauregard); 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), Sophie Sharabi (Mount Eden); Ken Swegles (Madsen).

Staff: Keiki McKay

Guest: Kelly Rankin, Civitas

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

1. Call to Order: 10:03 am by Jim Cargill
2. Presentation on the Wine Business Improvement District (WBID) by Kelly Rankin, Civitas
  - a. Petition drive to be completed by the end of July.
  - b. 50% of wineries in the district must sign in agreement, weighted according to size. Most of the larger wineries are in favor.
  - c. For best representation try to get a winery in each district to sign.
  - d. There are 8 jurisdictions
  - e. Civitas will update the map and definition based on feedback
  - f. During the formal protest period enough wineries protesting can affect the petition.
  - g. A public comment period follows the petition drive.
  - h. Santa Cruz Co. Board of Supervisors will kick off the process after the petition drive.
  - i. The District would form Nov. 1, with quarterly assessments collected starting Q1 2026. Late fee penalties apply.
  - j. Starting with a 1% assessment, and the Board can raise by .5% annually, up to 2% max.
  - k. Assessments to be collected by a third party, to be contracted and overseen by Santa Cruz Co.
  - l. Will convene Marketing Committee meeting in a few months to discuss programs when we better know the budget.
3. President's Report (Jim Cargill)
  - a. Approval of March meeting minutes
    - i. Motion to approve.
    - ii. 1<sup>st</sup> Cory Bosworth, 2<sup>nd</sup> – Ken Swegles
    - iii. Approved unanimously
  - b. Education Foundation (SCMWEF)

- i. Established some years ago as a 501-3C not-for-profit as a tax exempt for private donations.
  - ii. We have been notified by the state that they will shut it down because we haven't used it.
  - iii. The Executive Committee recommends shutting it down. It costs us \$\$ to maintain every year. The remaining \$4500 can be moved into our regular budget. Now we have the grant and WBID for programs.
  - iv. Motion to dissolve
    - i. 1<sup>st</sup> Mary Lindsay, 2<sup>nd</sup> – Sarah Green
    - ii. Approved unanimously
4. Treasurer's Report (Keiki McKay and Jim Cargill for Jim Schultze)
  - a. Several expenses that would normally be in our regular budget are now in the grant. The grant budget will be presented at the August meeting.
  - b. The Grand Tasting: 543 total attendees (exceeding the goal of 400). \$25K paid out of the grant raised the income. The Tech Session sold only 9 tickets (a loss leader), not a consumer event, but a successful press/trade event with 38 attending. Will consider alternatives for next year, although it is written into the grant as a tech session.
5. Director's Report (Keiki McKay)
  - a. Taste of Terroir at David Bruce was cancelled, to be moved to October as a walk-around dinner salon.
  - b. The upcoming Taste of Terroir at Beauregard is up to 25 tickets sold.
  - c. Pebble Beach Food & Wine was very successful with a lot of attention for SCM wineries.
6. Next Board meeting Aug. 19, 10am on Zoom
7. Future meeting dates: Nov. 18, Dec. 9
8. Adjourn
  - a. Motion to Adjourn: 11:22am
  - b. 1<sup>st</sup> – Cory Bosworth, 2<sup>nd</sup> – Jerold O'Brien
  - c. Approved unanimously