

Santa Cruz Mountains Winegrowers Association  
SCMWA Board of Directors  
APPROVED MEETING MINUTES  
August 29, 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

Guests: John Ritchey, David Fathom

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. President's Report (Jim Cargill)
  - a. Approval of May meeting minutes
    - i. Motion to approve.
    - ii. 1<sup>st</sup> Mary Lindsay, 2<sup>nd</sup> – Sarah Green
    - iii. Approved unanimously
  - b. Wine Business Improvement District Update (Keiki and Jim)
    - i. Santa Cruz County Board of Supervisors approved intent to form the WBID on Aug. 5
    - ii. Notice was mailed to all wineries in the WBID boundary.
    - iii. Every jurisdiction in the WBID will vote to agree to its formation: Counties of Santa Cruz, Santa Clara, San Mateo; Cities of Santa Cruz, Scotts Valley, Capitola, Watsonville, Saratoga; Towns of Los Gatos and Portola. Keiki will send the schedule of meeting dates.
    - iv. Sept. 9 is a public hearing at Santa Cruz County Board of Supervisors. Wineries are encouraged to send letters of support and attend.
    - v. So far there is close to 70% weighted support, exceeding the threshold, but would like to get more.
    - vi. The WBID will be regulated and transparent, a more stable source of funds, will give us a bigger voice to promote the AVA and champion the SCM brand. It also gives us control over our own SCM AVA brand.
    - vii. The Monterey Winegrowers Assn. has dissolved due to lack of funds.
    - viii. We have paid out \$46K so far for the process (with Civitas). If we pause the process we need to start all over again with each jurisdiction and would lose this investment.

- ix. The assessment fee is based on net sales for wine-related sales (including tasting fees), and does not include events.
  - x. If the WBID is not approved and once the grant finishes we will have to operate with a barebones budget and programs, and possible need to increase dues.
  - xi. We will need to stay within the budget allocation or get approval from the Board of Supervisors to exceed it. A financial report will need to be filed with the County.
- c. AVA Boundary
- i. A few people have proposed adjusting the AVA boundary to include some wineries and vineyards on the boundary that are characteristic of the AVA. The Board is not a governing body to do this. Prudy Foxx, Ken Swegles and Joaquin Casanueva will research and draw up a map and drive through the SCMWA in partnership with the VASCM, and would like support of the SCMWA Board.
3. Treasurer's Report
- a. The P&L has a \$33K loss, including over \$20K paid out for a copyright settlement in a frivolous claim by a photographer for a 2020 photo we used from the City of Cupertino. This photographer is known for bait and switch tactics to sue for infringement. He wanted to sue for \$150K; we paid him \$14K; plus \$6745 in legal fees.
4. Director's Report (Keiki McKay)
- a. Events are selling well. 160 tickets were sold to the Ritz Carlton event.
  - b. \$18K in sales so far for Passport, and targeting \$40K.
  - c. Taste of Terroir dinners are coming up at Beauregard, Neely, Ferrari, and David Bruce on 10/4.
  - d. Keiki will send a draft marketing plan (for the WBID) and may postpone the upcoming marketing meeting to allow more time for WBID activity.
5. Open Forum
- a. Silver Mountain has purchased the Woodside brand.
6. Next Board meeting Nov. 18, 10am on Zoom
7. Future meeting dates: Dec. 9
8. Events Calendar:
- Taste of Terroir Dinner at Ferrari Ranch, August 16
  - Taste of Terroir at Dinner Neely Wines Ranch, Sept 14
  - Taste of the Mountains at David Bruce, Oct 4<sup>th</sup>
  - Premier Cruz at Lexington Hills Estate Nov 1
  - Menlo Park Wine Walk, 11/15
  - Aptos Wine Walk, 11/22
9. Adjourn
- a. Motion to Adjourn: 11:10am
  - b. 1<sup>st</sup> –Mary Lindsay, 2<sup>nd</sup> – Ken Swegles
  - c. Approved unanimously

APPROVED