

Santa Cruz Mountains Winegrowers Association
SCMWA Board of Directors
APPROVED MEETING MINUTES
January 20, 2026
Meeting Location: Zoom

Attendance:

Board Members: Ryan Beauregard (Beauregard), Cory Bosworth (Cooper-Garrod), Jim Cargill (House Family), Tommy Fogarty (Fogarty), 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, Samantha Schoettgen

Guests: Nathan Kandler (Thomas Fogarty), Twelve Stones, Aerin Murphy (Autunum), Renee Robinett (Nicholson), Richard Hanke, Gali, Karen Munsch

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

1. Call to Order: 10:03 by Jim Cargill
2. President's Report (Jim Cargill)
 - a. First meeting under the WBID.
 - b. Approval of December meeting minutes
 - i. Motion to approve.
 - ii. 1st Jim Schultze, 2nd – Jerold O'Brien
 - iii. Approved unanimously
 - c. Executive Committee Elections
 - i. Nominations for continuing Executive Committee members: Jim Cargill, President; Sophie Sharabi, Vice President; Jim Schultze, Treasurer; Mary Lindsay, Secretary
 - ii. Motion to approve
 - iii. 1st – Jerold O'Brien, 2nd – Cory Bosworth
 - iv. Approved unanimously
 - v. Thank you for your vote of confidence. And new Executive Committee participants are encouraged in the future.
3. Treasurer's Report (Jim Schultze)
 - a. Highlights of 2025
 - i. Overall Keiki and the staff did a good job of managing the budget
 - ii. Expenses and income tracked pretty well to budgeted, despite events income below target and unanticipated expenses (Income budgeted for \$317,000; Actual: \$310,494. Expenses budgeted for \$312,213; Actual: \$334,715). *See Budget for details.*
 - iii. Passport exceeded expectations (Budgeted income \$45,000; Actual: \$45,346)
 - iv. Grand Tasting came in at budget (the Grant paid some expenses)
 - v. Member income was on target

- vi. Expenses had some unexpected demands
 - i. Legal fee to settle photographer trademark lawsuit
 - ii. Hiring Civitas to oversee the WBID effort was not anticipated at the beginning of the year. Used the EIDL loan to fund this expense. We are now finished with the Civitas involvement.
 - b. As a result, finished \$24K down instead of a \$5K profit anticipated.
 - c. Keiki suggests repaying the cost of the WBID expense over the next three years.
4. Director's Report (Keiki McKay)
- a. Stepping up marketing programs with social outreach for events, including Instagram, YouTube, Facebook, TikTok
 - b. Plan to increase Passport prices as of Feb. 15: from \$90 to \$95 for a single Passport, and from \$150 to \$160 for two.
 - c. We have 3-4 new wineries in Passport, including Byington, 12 Stones
 - d. Will notify wineries in March how to report their WBID assessments with instructions from HDL. First payment will be in April for the first quarter. Payments will be quarterly (as changed by HDL).
 - e. Latest information on the WBID at winesofscm/WBID.
 - f. Planning a member login section on the website.
 - g. Current budget through the end of June, then will create a 6-month budget through the end of the year.
 - h. About 50% of wineries have confirmed their reporting plans for the WBID, and working to get confirmations from the rest. Have not heard any comments from customers.
 - i. Grand Tasting ticket sales opened a week ago; sold 50 so far. 54 wineries signed up (45 last year). Education program will be on Chardonnay as a signature varietal for the Santa Cruz Mts. and what makes it special; moderated by Alden Yarrow.
 - j. February Board meeting will be a strategy session to set vision and direction.
 - k. Planning a slight revamp and update to the website to include new members.
 - l. Priority on Wine Trail signs in Santa Cruz County. Wine Trail sign on Summit Rd. is missing (Santa Clara County).
 - m. Marketing meeting March 10 at Wrights Station and on Zoom.
5. Member concerns:
- a. Jerold O'Brien is responsible for the regional tasting at Unified; Ken Swegles, Steve Storrs, Jim Cargill are available to help at the table.
 - b. Jerold O'Brien recognizes the passing of Thomas Fogarty at age 91. Condolences are extended to Tommy Fogarty.
 - c. Meeting minutes will be posted to the website, either on the member extension when created or on an extension created for the minutes.
 - d. Aerin Murphy will talk with Keiki about Brown Act training.
6. Next Board Meeting: Feb. 18, 10-1:00 at Mount Eden
7. Adjourn
- a. Motion to Adjourn: 10:47am
 - b. 1st – Ken Swegles, 2nd – Jim Schultze
 - c. Approved unanimously

APPROVED