



Santa Barbara Vintners Board of Directors Meeting

Tuesday, December 16, 2025 | 10am – 12pm

Crown Point Vineyards

MEETING NOTES

IN ATTENDANCE: Pierre LaBarge, Steven Gerbac, Dan Glaeser (Zoom), Jason Djang, John H. Haan, Jr. (Zoom), Keith Saarloos, Amy Christine, Kristina Caruso, Andrew Murray, Chase Carhartt, Brooke Christian, AJ Fairbanks, Denise Shurtleff, Kevin Gleason

NOT IN ATTENDANCE: Mike Testa

Item 1: Call to Order

- Meeting called to order (10:02am)

Item 2: Approve Minutes

- Approve November 2025 Meeting Minutes
 - Minutes were not sent. Carried to January 2026 Board Meeting

Item 3: Public Comment

- No public comment, online or in person

Item 4: Finances

- Treasurer, Dan Glaeser provides update on financials for organization for November 2025
 - Dan presented standard financial reports (balance sheet, statement of activity, cash flow)
 - Revenue surpassed last year
 - BID Collections
 - County has not sent certified letters to help with collections
 - County Legal reviewing content of letter
 - Second payment of BID has been received and continues
 - Alison is monitoring budget she previously presented and will adjust based on current collections, which is less than projected
 - KWSM is mid-executing of \$30,000 holiday campaign
 - CDFA grant: Approved for Phase II of the application (final phase)
 - This is a \$500,000 application for marketing & PR
 - 32-month time span

Item 5: CEO Update

- Brown Act
 - Board members to sign that they have reviewed and received the Brown Act policy (sent via e-mail & distributed in person at meeting)
 - Update on Zoom proceedings and public comment
 - Board members may participate via Zoom
 - Public comment is always in person
 - Reminder that all board meetings and permanent committee meetings must have an agenda posted 72 hours on website
 - Directors instructed to sign, scan & e-mail to Phil
 - Reminder that Ad Hoc committees is an exception
- Foundation President of the Board seat on Association Board
 - Pierre is currently on SBVF board
 - Reciprocate for our Board for SBVF president
 - Help organizations work together and share information
 - **ACTION**: Move to approve SBVF President be a non-voting member of the SBV Board of Directors for one year (2026)
 - Motion: Kristina
 - Second: Amy
 - Unanimous vote
- Social Media Management (plan shared via handout at meeting)
 - Regarding content posted on SBV social media channels
 - Content and comments are exclusively to promote the region
 - Recent posts were made that did not align with the mission of promoting the region
 - SBV is allowed to hide or remove content that is detrimental or damaging to the region or the organization or its staff
 - Conversations can take place offline but not on SBV-owned channels
 - **ACTION**: Board of Directors adopt the Social Media Management plan as presented
 - Motion: Denise
 - Second: AJ
 - Unanimous vote
- Board Committees Progress Reports
 - Transition & Strategy
 - Jason discussed hero KPIs & metrics
 - Marketing/PR will be incorporated
 - Committee will report to the board soon with findings
 - Marketing
 - Kristina stated first reports from KWSM & Zimmerman went to membership
 - Kristina also meeting with members of SBC wine industry to educate and help them understand the PR & marketing we're pursuing
 - 2026 Events (Ad Hoc)
 - Emily provided update on 2026 Mission SB
 - Trade event with charge of \$750 (down from \$1,200)
 - Registration form to wineries soon
 - Membership
 - Membership Educational Tastings are all scheduled for 2026
 - WUSATA seminar conducted successfully

- New tier for out-of-county wineries becoming members of SBV is active

Item 6: Meeting Adjourned

- Meeting adjourned at 11:40am