



Santa Barbara Vintners Board of Directors Meeting

Tuesday, November 18, 2025 | 10am – 12pm

Coastal Vineyard Care Associates

MEETING NOTES

IN ATTENDANCE: Pierre LaBarge, Steven Gerbac, Dan Glaeser (Zoom), Jason Djang, John H. Haan, Jr. (Zoom), Keith Saarloos, Amy Christine (Zoom), Mike Testa, Kristina Caruso, Andrew Murray, Chase Carhartt

NOT IN ATTENDANCE: Kevin Gleason, Brooke Christian, AJ Fairbanks, Denise Shurtleff

Item 1: Call to Order

- Meeting called to order (10:12am)

Item 2: Approve Minutes

- Approve October 2025 Meeting Minutes
 - a. Motion made: Steve Gerbac
 - b. Second: Chase Carhartt
 - c. Unanimous approval

Item 3: Public Comment

- No public comment, online or in person

Item 4: Finances

- Treasurer, Dan Glaeser provides update on financials for organization for October 2025
 - a. Expenses in line for the month
 - b. Shared balance sheet, statement of activity
 - c. BID Receivables
 - Discussed collections process that was developed at Finance Committee meeting
 - SBV & Blue Isle Bookkeeping firm following-up with wineries to assist with BID payments
 - Pursuing Santa Barbara County to send certified letters to remind wineries
 - Board will consider access to PR opportunities and new member website (vintnersconnect.com) be restricted for non-paying wineries
 - d. Will transfer bookkeepers completely starting on January 1
 - Current bookkeeper has been very helpful with transition

Item 5: CEO Update

- Update on organization for October 2025
 - a. The Zimmerman Agency / KWSM: Opportunities to date – progress report
 - SBV has shared multiple PR opportunities to membership
 - KWSM has been executing on test creative & campaigns
 - Both firms will submit monthly reports starting on December 10, 2025
 - Reports will then be shared with all membership
 - This year, fund wholesale/trade opportunities with non-BID revenue
 - Board members realize we have a market outside of our county
 - b. The Brown Act Board Member Policy – Draft for review
 - Shared document with the Board
 - CA law updated this year
 - SBV does not qualify for full terms of law
 - Board members can participate via Zoom, but public comment must be made in person at meeting venue
 - Will review and revise and bring back to the Board
 - c. Remind wineries to post the Wine Preserve publicly
 - SBV provided a template flyer after BID passed
 - Shared on website and in e-mail campaign
 - Wineries must disclose prior to sale if passing fee to consumer
 - Examples: display in tasting room and/or note on website and menu
 - If fee integrated into bottle price, no need to disclose to consumer
 - d. Board Committees Update
 - Transition & Strategy
 - Committee is meeting on what goals to set regarding revenue and what to send to wineries
 - Will report to Board
 - Marketing
 - Committee is working closely with KWSM
 - Tracking digital ad performance
 - Kristina Caruso is on board, also Alex Gerberick from Presqu'île
 - Working with SBV on VintnersConnect.com
 - Events
 - Committee will meet soon to further discuss Vintners Festival & Mission SB
 - Discuss fee for Mission SB
 - Work on a process to make it as fair as possible for all producers
 - Board
 - Committee is still working on By-Laws
 - Will report back to Board
 - Membership
 - Committee recently met and reviewed survey to determine hosts for 2026 Membership Educational Tastings
 - Phil will secure dates, hosts, themes, etc.
 - Committee shared that wineries outside of SBC are interested in joining SBV and pay 1% like current members
 - These wineries will have all the same benefits as SBC wineries
 - MUST feature ONLY their SBC wines when it comes to events, PR & marketing opportunities
 - Civitas stated this tier of membership is allowed under terms of the law

- **ACTION:** Motion by Pierre LaBarge that non-SBC wineries can join SBV if they self-report and pay the 1% assessment under the same BID terms as current member wineries of the organization
 - Second: Kristina Caruso
 - Unanimous approval
- Advocacy
 - Mike Testa will be focusing on the Ag Enterprise Ordinance and helping streamline the process
 - Rec Master Plan will be monitored

Item 6: Meeting Adjourned

- Meeting adjourned at 11:53am