



**ANDERSON VALLEY WINEGROWERS ASSOCIATION
GENERAL MEMBERSHIP MEETING AGENDA**

*Thursday, August 3rd, 5:00-6:00pm
Maggy Hawk Wines Tasting Room*

- 5:00 pm Call to order
- 5:00 pm President's Welcome & Land Acknowledgement– Sarah Wuethrich (5 min)
- 5:05 pm Executive Director Report – Courtney DeGraff (20 min)
- Strategic Roadmap Review & Successes
 - Team Changes
 - FY24 Events & Marketing
 - AV Historical Society Exhibit
- 5:25 pm Financial Report – Thomas T Thomas (10 min)
- Current AVWA Financial Update & Budget Review
 - Fundraising Exploration
- 5:35 pm Committee Updates (15 min):
- Vineyard– Norm Kobler (5 min)
 - Environmental– Joslyn Thoreson (10 min)
- 5:50 pm Financial Industry Landscape- Summer Jeffus, Exchange Bank (5 min):
- 5:55 pm Other Business– Sarah Wuethrich (5 min)
- Next AVWA General Membership Meeting: Thursday, December **14th**, 5:00-6:00 pm at **Handley/Scharffenberger TBD**
 - AVWA BOD positions up for election in December: *President, Secretary, Winery Representative + BOD Recommendations*
 - Recruiting for Committees: PNF Auction Chair & Vineyard Chair
- 6:00 pm Budget & Bylaw Update Vote; Adjourn



FY2023 AVWA Board of Directors



President: Sarah Wuethrich
Vice President: Chris Lanier
Treasurer: Thomas T Thomas
Secretary: Doug Stewart
Winery Representative: Jeff Jindra
Vineyard Representative: Norm Kobler
Hospitality Representative: Ramon Jimenez

Executive Director: Courtney DeGraff

Immense gratitude to the volunteer Board of Directors and to all of the committed AVWA staff and volunteers for making our accomplishments this year possible.

#teamAndersonValley



2023/24 Membership Packet Summary

Prepared for membership

FY23 (Aug 1, 2022-July 31, 2023) may have been one of the most exciting and productive years the organization has ever had. A one-time \$58.4K capital investment from AVWA savings was injected into special projects and hiring support staff to help with PR efforts, events, and marketing. With this funding, the organization was able to accomplish many of the 2026 Strategic Roadmap goals.

The FY24 forecast includes:

- \$53K decrease in expenses; of this \$16K is personnel-related expenses
- Minor income increase to event income and applying a 6% COLA to membership, resulting in \$2.6K less income than generated in FY23

A strategic Fundraising Steering Committee has been proposed with some of the larger DTC in-appellation wineries to evaluate funding strategies for the organization. One recommendation is to explore the possible financial impact of a Winery BID Assessment for the Anderson Valley appellation wineries, whereby winery dues may be drastically reduced or eliminated for in-region wineries.

Consumers pay a Business Improvement District (BID) on a retail sale to provide funding to improve/promote a specific stakeholder area and MUST BENEFIT the private sector payers who generate the income. It requires 51% of the proposed district private sector support and is a weighted vote based upon the sales tax amount (max 40% for one business). It has been implemented by winegrowers associations in Temecula and Livermore, doubling the operating budgets to fund staff, invest in community efforts and industry education, and perform national marketing and PR efforts. Santa Lucia Highlands, Paso Robles, and Lodi are working on BID efforts.

In May 2022, Visit Mendocino (VMC) began a project to evaluate a 1% Winery BID to fund wine-focused marketing by the tourism agency. When AVWA & MWI learned about the effort, VMC expanded the scope and invited the two organizations to participate in their BID, proposing VMC would retain income generated from in-county tasting room sales to use for wine-specific marketing & PR, and where the AVWA & MWI could split wine club and online sales income for marketing/PR use.



The AVWA Board has held meetings with the largest DTC wineries in the appellation to discuss the proposal, learning there is a lack of support for the VMC BID effort. From this, the AVWA declined VMCs offer to join their BID. VMC still plans to pursue the effort to gain support for the establishment of a county-wide winery 1% BID, and wineries should expect to be contacted about it in the coming months. It is worth noting that if VMC incorporates a Winery BID, it will likely prevent the AVWA or MWI from being able to explore this option for funding at a later time.

The FY24 budget is designed to maintain focus on the three historic anchor events - White Wine Weekend, Coast Trade Mendocino (no media week) and the Pinot Noir Festival. Additionally, light marketing and PR will continue to be performed.

FY23 highlights from the year include:






1. **New PR coverage:** Since August 2022 there have been 64 different articles published (www.avwines.com/news) as a result of AVWA efforts, press releases and relationship building (in FY22 we tracked 17 articles, 7 were Pinot Fest).
 - We retained Barbara Barrielle as a dedicated resource and through the media week we have established dozens of new media relations.
2. **New AVWA-managed events:** Harvest Tidrick, Wine Institute Global Buyers, Pruning Contest, Coast Trade Media Week, and Vineyard Land Seminar.
3. **Non-AVWA attended events:** Steamboat Food & Wine, Healdsburg Crush, Passion 4 Pinot (Palm Springs), Mission YMCA, Passion for Pinot (Gravenstein Grill), Symphony in the Redwoods, and Mendocino Sparkling Wine Fest.
4. **Marketing:** Holiday gift guide, PNF/WWW lawn signage, digital and printed ads, 20 blogs + briefs, and video creation for advertising and archives: Legacy Family Video, Ageability Seminar, Tech Conference, and Pruning Contest.
5. **Advocacy:** North Coast Water Permit, Short Term Housing, VMC Winery BID, Fish Friendly Farming, Environmental Committee, Boonville Water Project, AV Land Trust Land Symposium.
6. **Membership:** Vineyard & Land Seminar, Pruning Contest, Zoho CRM implementation for data management and member communication, and creation of a Thom Elkjer [Historical Document](#) (to supplement the Neill Bell Article).








































2026 Strategic Roadmap- July 2023

Goals can be advanced as time and resources permit. Goals can be modified during annual planning meeting.

Mission Statement

The Anderson Valley Winegrowers Association helps nurture, advocate for and safeguard the Anderson Valley appellation. Through promotion, the AVWA establishes Anderson Valley as a premier coastal cool-climate varieties wine region while also creating a protected and equal environment for future generations.

-  added to roadmap > year 1
-  completed
-  completed and ongoing
-  not completed &/or moved
-  moved ahead on roadmap

	Membership	Marketing	Fundraising	Advocacy
1 Year	<ul style="list-style-type: none">  Define member & sponsor benefits/programs  Optimize member invoice process  Create communication strategy  Develop Vineyard Committee 	<ul style="list-style-type: none">  Define and promote Brand AV  Continue annual marketing efforts  Continue to build Media partnerships  Publish vintage & harvest reports 	<ul style="list-style-type: none">  Relaunch & optimize Pinot Fest  Hold a White Wine Passport Weekend  Ensure healthy sponsor relationships  Address issues w/dues structure 	<ul style="list-style-type: none">  Partner with other associations/organizations  Develop Environmental Committee
2-3 Year	<ul style="list-style-type: none">  Roll out benefits & programs  Vineyard Committee helps with Vineyard focused events & education - Update bylaws as required  Volunteer recruitment - HELP!  New Vineyard Committee Chair  Evaluate vineyard info for AVA Map 	<ul style="list-style-type: none">  Develop brand AV SWAG program  Leverage Media partnerships  Evaluate feasibility of Media events: Roadshow, AV "camp" event, etc.  Improve digital tourist experience  Evaluate & optimize branding  Create AVA Talking Points 1-Pager  Evaluate DTC tourism plan 	<ul style="list-style-type: none">  Perform a dues restructure  Design &/or execute any new events  Develop Fundraising Committee  Evaluate Winery BID & other fundraising for operations and growth  New PNF Auction Committee Chair 	<ul style="list-style-type: none">  Environment Committee helps to educate & safeguard our community  Develop Industry Affairs Committee  More collaboration w/MWI, Farm Bureau, MCRD/FFF, BOS, Land Trust, Wine Institute  Grant funding EDU for members
3-5 Year	<ul style="list-style-type: none"> - Membership growth, enthusiasm & support from value received 	<ul style="list-style-type: none">  Develop historical archives  Source placement & design AVA sign - Participate in consumer/Press events - Evaluate feasibility of an AVA map - Assess partnerships w/other AVAs 	<ul style="list-style-type: none">  Identify grants & evaluate foundation  Determine funding for AVA Map - Fundraising Committee helps with fundraising and to create a foundation - Reassess current, & identify alternative, revenue sources 	<ul style="list-style-type: none"> - Support causes via foundation - Industry Affairs Committee helps to educate our community & support industry causes



2023/24 Budget Overview Summary

Prepared for membership

FY23 had a one time capital investment from AVWA savings of \$58.4K and the following considerations:

- Increased support staff/contractor hours by one-third to perform additional support in new events, PR and marketing.
 - Economic inflation hit harder than anticipated and the FY23 festivals had a \$16.5K increase in unforeseen expenses.
 - Membership dues income was flat to FY22 despite instituting a dues restructure (FY22 winery dues \$75.0K vs. \$75.6K FY23), although addressing inequalities between in and out of valley wineries.
-

FY24 adjusts income via minor event income adjustments and a 6% member COLA and will perform White Wine Weekend, Coast Trade (does not include a Media Week), Pinot Fest, and maintain basic PR, marketing and strategic activities.

The FY24 proposed budget considers the following:

- Maintains help with light Press Relations.
- Staffing restructure to balance operations, events, and marketing needs (vs. previously one FTE individual):
 - Office & Membership Manager at 12 hours/week
 - Events & Marketing Manager role at 16 hours/week
 - IT & Web Manager role at 10 hours/week
- Maintains light DTC tourism, SEO and digital marketing efforts, including content creation & social media.
- Limits the AVWA participation in non-AVWA wine events requiring travel & table fees (local events only).
- Maintains the Pruning Contest (requires a vineyard representative lead).
- Maintains the Pinot Noir Festival online auction (requires an auction committee lead).
- Eliminates the Harvest Tidrick Celebration.

AVWA FY24 Budget Forecast		FY24 Budget Forecast	FY24 Proposed Budget - % of Total Income or Expense	FY23 Actual - 7/17/23 - by Class	FY23 Actual Budget - % of Total Income or Expense	Notes
Income						
Gross Income Main Categories						
Membership Dues						
	Donations	0		200		
	Associate	15,635		14,530		
	Winery	81,849		75,622		
	Vineyard	9,815		9,915		
	Total Membership Dues	107,299	28%	100,292	26%	FY24 6% COLA increase applied to all categories
	General Sponsorship	47,700	13%	46,950	12%	FY24 Includes \$4K MCRD & \$3K VMC PNF grant
	Total Festival Income	226,371	59%	236,774	62%	FY23 impacts: \$10K less auction & \$22K less Tidrick income
	Total Income	381,370		384,016		
Expenses						
Administration Expenses						
Contractors						
	Web & IT	7,000		4,185		Web & IT support goes up due to FY23 we had 8 months of a one time unpaid contract work arranger
	Press	9,750		8,250		FY24 = new full year of Barbara as PR help
	Creative Design & Marketing	20,900		16,638		FY24 Up because Dee was doing creative under Payroll - now Fabian & Tina
	Events Support	8,640		12,513		
	Bookkeeping	9,600		10,510		
	Other Consulting	0		0		
	Other Admin Expenses	28,265		26,638		Supplies, rent, internet/phone, subscriptions, member events, T&E, merchant account fees, etc.
	Total Admin Expense	84,155	22%	78,734	18%	
	Payroll Expenses	141,019	36%	160,667	36%	Adds 12 hr/week Admin to payroll
	Operation Expenses	1,946	0.5%	4,711	1.1%	
Promotional Expense						
	Marketing & Advertising	15,837		21,524		FY23- 53% ads Marketing/Adv. & 27% consumer map; festival marketing included here
	Pinot Noir Festival	134,835		132,210		
	White Wine Festival	4,865		5,907		
	Coast Trade Tasting	4,453		19,198		FY23 Media Week expenses here & removed for FY24
	Other Promotional Expense/Tidrick	4,253		21,681		FY23 Tidrick + misc. event expenses; Tidrick removed in FY24
	Total Promotional Expense	164,244	42%	200,522	45%	\$16.7K festival inflation & event labor impacts
	Total Expense	391,364	-12% vs.	444,633		
	Net Income	-9,994		-60,617		Primary impacts vs. FY23 -\$53.4K approved budget include: \$16.7K inflation & event labor impacts, -\$7.8K Tidrick net income (vs. \$13.7K budget goal)



AVWA Environmental Committee
2022/23 Fiscal Year Accomplishments

Hosted Eco Tour for Membership Engagement and Knowledge-Sharing:

- **Husch Vineyards, June 1, 2023 (Rescheduled to a future date due to no RSVPs from AVWA and partner orgs)** - With 50 years of no-till farming, owner Zac Robinson and Navarro River Resource Center's Linda MacElwee will guide a walk-through the vineyard, special native-grass blocks, and rainwater catchment/CA Native plant and pollinator rain garden project, discussing and offering their insights on land stewardship, watershed protection, and climate benefits.

Created Statement/Communications for AVWA Membership:

- **Doc: [AVWA Sustainability Statement](#), drafted November 2022, edited January 2023**
- **Email: New Vineyard Water Quality Permit, Pruning Contest, UCEE & Other Events, January 25, 2023**

Community Partner and Recipient of Grant Fund (\$4K to be awarded to AVWA):

- **Building a Climate Resilient Navarro Watershed Project funded by Environmental Defense Fund and spearheaded by MCRD, Nature, January 2023 - Ongoing**

Cross-Promotional Efforts on Workshops, Seminars, and Panels:

- **Living w/Wildfire in Anderson Valley by AV Land Trust at AV Grange, Jan 28, 2023**
- **Anderson Valley Vineyard & Landowners Seminar by AVWA, American Ag Credit, UCCE, FFF & MCRD at Mendocino Fairgrounds, March 28, 2023**
- **Soil Health & Carbon Beneficial Practices in Vineyards Workshop by MCRD & NCRS at Ferrington Vineyards, May 2, 2023**
- **Historical Perspective of Vineyards and the Valley's Future by AVWA Pinot Noir Festival at Mendocino Fairgrounds, May 19, 2023**
- **Mendocino County Water Permit Recap Meeting by AVWA via Zoom, June 13, 2023**

Co-sponsor for Community Event:

Anderson Valley Resilient Land Symposium, October 15, 2022 - The symposium convened the community to discuss how we can make Anderson Valley and the Navarro River Watershed more resilient to climate change. Through speakers and panels, it hopes to take a fresh look at the assets of Anderson Valley - our earth, water, air and fire - and share expertise and hands-on practices and strategies.

AVWA Environmental Committee

Chair: Joslyn Thoresen, Pennyroyal Farm

Board Appointee: Doug Stewart, Lichen Estate
Yoriko Kishimoto, AV Land Trust

Linda MacElwee, Mendocino Resource Conservation District
Felicia Smith, Sonoma Clean Power
Courtney DeGraff, AVWA Executive Director



AVWA Vineyard Committee

2022/23 Fiscal Year Accomplishments

Relaunched the Pruning Contest

- 31 participants from Roederer, Strictly Vineyard, Philo Vineyard Solutions, Roederer Estate, Toulouse, and Alas Vineyard Management
- 2023 Winners: Roberto Lazaro, Miguel Acevedo (2nd) and Ricardo Calderon (3rd)
- Sponsored by Bacho, Casa Cristal, Atlas Vineyard Management, Philo Vineyard Solutions, Strictly Vineyard, Roederer Estate
- [Pruning Contest Video created](#)

Held a Vineyard & Land Seminar a Boonville Fairgrounds:

- Seminar hosted for landowners on the following topics:
 - American Ag Credit - Land appraisal discussion
 - UCEE: Drought-resistant rootstock in warming climates
 - Allied Grape Growers - Grower and winery relations, sustainability and buying trends in the marketplace
 - Fish Friendly Farming & MCRCD water updates

Supported MCRD Soil Health Workshop at Ferrington

- Successful workshop on soil health held at Ferrington Vineyards
- Registration sold out with more than 30 people in attendance

Coordinated the Pinot Fest Technical Conference Vineyard Panel

- Helped the sub-committee with idea generation for the vineyard specific-panel
- Reached out to industry connections to assist in discussion and idea generation
- Organized the panel discussions and prep work for final execution

Miscellaneous support and research of North Coast Water Mandate, CDFA Programs

AVWA Vineyard Committee

Chair: Andrew Beebe, Domaine Anderson (departed in May 2023)

Board Appointee: Norman Kobler, Vonarburg Vineyard

Linda MacElwee, Mendocino Resource Conservation District

Travis Foote, Strictly Vineyard

Justin Jackson, Casa Cristal Nursery

Tyler Rodrigue, Atlas Vineyard Management