



FY24 MID-YEAR GENERAL MEMBERSHIP MEETING AGENDA

*Thursday, December 14th, 5:00-6:00pm
Handley Cellars*

- 5:00 pm Call to order
- 5:05 pm President's Welcome & Land Acknowledgement– Doug Stewart (5 min)
- 5:10 pm Executive Director Report – Courtney DeGraff (20 min)
- Partner Gratitude & Updates
 - Strategic Roadmap Review
 - FY24 Events & Marketing
 - Fundraising Updates:
 - VMC BID
 - Winery Leader Membership
- 5:30 pm Financial Report – Thomas T Thomas (5 min)
- Current AVWA Financial Update & Budget Review
- 5:35 pm Committee Updates (10 min):
- Vineyard– Norm Kobler (5 min)
 - Water Mandate- *Region 1 Staff and Grower Meeting (1/25)*
 - Environmental– Joslyn Thoreson (5 min)
 - Husch Eco Tour & Social- *week of April 22nd*
 - Building Climate Resiliency in the Navarro Watershed- *recap*
- 5:45 pm Community Updates– Courtney DeGraff(10 min)
- 1/1/24 Corporate Transparency Act (CTA)
 - AV Historical Society Exhibit
 - AV Adult School Board Seat Open
 - AV Housing Association & 2/24 Community Meeting
 - Philo Restaurant Idea
- 5:55 pm Other Business– Doug Stewart (5 min)
- Next AVWA General Membership Meeting: Thursday, July 25th, 2024
 - Recruiting for Committee Chairs/Members:
 - Vineyard Committee Chair
 - Fundraising (*Grants, BID, Barrel Auction, other ideas*)
 - PNF Auction Help (*lot organization & someone to organize the raffle wines for AV Fire Department*)
- 6:00 pm Adjourn



FY2024 AVWA Board of Directors



President: Doug Stewart (as of Oct 2023)
Past 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






AVWA FY24 Budget vs. Actuals	FY24 Budget - As of 8/1/23	FY24 Actual - As of 11/30/23	Notes
Income			
Gross Income Main Categories			
Membership Dues			
Donations	0	100	
Appellation Leaders Associate	0	20,000	Includes one winery leadership member paid at \$20K
Winery	15,635	13,613	
Vineyard	81,849	79,896	KJ invoice not showing in A/P but has been invoiced
Total Membership Dues	9,815	11,225	Valley Foothill membership not in budget
	107,299	124,834	
General Sponsorship	40,700	12,350	
Grants & Other	7,000	0	FY24 Includes \$4K Mendocino Resource Conservation District & \$3K VMC PNF grant
Total Festival Income	233,371	950	Does not include WWW or PNF tickets purchased
Total Income	381,370	138,134	
Expenses			
Administration Expenses			
Contractors			
Web & IT	7,000	4,988	Server & technology issues
Press	9,750	2,000	
Creative Design & Marketing	20,900	3,788	
Events Support	8,640	2,268	Global Buyers event, Harvest Tidrick and White Wine Weekend
Bookkeeping	9,600	2,520	
Other Consulting	0	7,718	Part of event support and creative design
Other Admin Expenses	28,265	8,478	
Total Admin Expense	84,155	18,716	
Payroll Expenses	141,019	34,508	
Operation Expenses	1,946	3,423	
Promotional Expense			
Marketing & Advertising	15,837	3,423	
Total Promotional Expense	164,244	981	
Total Expense	391,364	vs. 70,671	YTD expenses tracking favorably to budget
Net Income	-9,994	70,314	








































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

Desired Major Initiatives to Fund

The new Winery Leader Membership 'Appellation Protection Program' aims to accomplish the following opportunities. Actual accomplishments dependent upon number of participating wineries and funds raised. The first goal is sustainability of the AVWA.

Explore Long-Term Fundraising

Goal: Determine evergreen funding mechanisms that support the promotional efforts of the AVWA longer term and to replace Leader Membership if needed.

- Grant opportunities (e.g. CDFA)
- Appellation barrel auction event
- Revisit & analyze a BID Assessment
- Larger strategic sponsorships
- Other ideas still to be determined

In Person Harvest Tidrick Event

Goal: Host an event in AV during the shoulder season and opposite time of the year of Pinot Fest, with the desire to attract a younger consumer for a longer term relationship.

- Held the first weekend of November during Feast Mendocino
- Supports the launch of this event and the expenses until it becomes profitable
- Secures funding for advertising to promote the event, press expenses and event support

North Bay Media & Trade Event

Goal: Create an appellation tasting event held in Sonoma and/or Napa, where trade & media guests can more easily attend. Be able to invite non-local media/trade as well.

- Target early August or in March
- Secures funding for planning activities, event expenses and event support
- Secures funding for possible travel logistics for relevant trade/media guests
- Builds buzz about appellation in more well known wine country communities
- Leveraged as an established event for Appellation barrel auction if formed

Funding for Industry Events

Goal: Build an appellation presence at various wine events. Design panels and seminars at events for focused exposure. Educate consumer, media and trade about the region.

- Provide funding for event-related travel expenses, including table fees
- Supports seminar sponsorship fees, and funding for planning and execution staff
- Considers retaining an industry moderator & those expenses

Annual Appellation Advertising

Goal: Create appellation visibility in key wine & consumer digital and print publications, and provide ongoing drip campaigns on social media for the appellation.

- Fund an integrative marketing strategy that excludes annual consumer events
- Bring consumer awareness to the appellation as a place to visit, or wines to seek out in distribution channels.
- Campaign = Design ads & buy full-page ad in relevant print magazines + buy digital ads for ongoing digital presence.

National Road Show

Goal: Take the appellation on the road by organizing a multi city event targeted for both consumers and local trade and media.

- Determine cities with a concentration of appellation wine in distribution & DTC
- Work with restaurants to design event & host ticketed consumer events
- Host trade and media in pre-consumer event tasting, or for lunch/dinner
- Establish appellation relationships with these markets.



2024 Calendar of Anderson Valley Valley Winegrowers Events

More details coming soon

2024	Member Relevant Event	
Feb 2-3	<i>(consumer)</i> Passion For Pinot Noir Palm Springs	Info
Feb 22, 5-8p	<i>(consumer)</i> Mission YMCA Sip & Savor	Sign-Up
Feb 23, 10a-2a	<i>(member)</i> Anderson Valley Pruning Contest - Roederer Estate (Prickens Clark)	Sign-Up
Feb 17-18	<i>(consumer)</i> Anderson Valley White Wine Weekend	Info
Mar TBD	<i>(consumer)</i> Anderson Valley Dinner at Angler in San Francisco	n/a
Mar 26, 5-8p	<i>(member)</i> AVWA Social @ Ferrington or Norm Kobler's Workshop	RSVP
Mar 27, 12-3p	<i>(member)</i> Anderson Valley Coast Trade Tasting- Little River Inn	RSVP
Apr 22-24, TBC	<i>(member)</i> Husch Eco Tour, Followed by Social	RSVP
May 19-21	<i>(consumer)</i> Anderson Valley Pinot Noir Festival	RSVP
Jun TBC, 5-8p	<i>(member)</i> AVWA Social @ Lula Cellars	RSVP
July TBC, 5-8p	<i>(member)</i> AVWA General Meeting & Social at TBA	RSVP
Aug TBA, 5-8p	<i>(member)</i> AVWA Social @ Goldeneye Wines	RSVP
Oct TBC, 5-8p	<i>(member)</i> AVWA Social @ Foursight Wines	RSVP
Nov 2-3	<i>(consumer)</i> Anderson Valley Harvest Tidrick Celebration	Info
Dec TBA, 5-8p	<i>(member)</i> AVWA General Meeting & Social at TBA	

All above dates and events are subject to change. RSVP is the best way to stay informed.



12/11/23 Digital Marketing Update

Key Points:

As part of our strategic plan to build awareness for the appellation, the AVWA invested in digital marketing and SEO. Two years ago we built a new website, developed a blog & strategy, perform ongoing SEO optimization on images, managing H1/H2 tags, and adding keywords to the entire site. Additionally, we write content and engage in social media platforms to contribute to new user discovery. Perform necessary maintenance updates for site health and Google ranking. The combination of these efforts is paying off:

- AVWINES.com is a platform **for users to discover and reach our members**
- Since the new website rebuild in November 2021, **the site has increased four-fold in monthly organic traffic to 3.6K/month (from 900/month). *This is free visitors!***
- Since December 2022, website reach has expanded and **new users on the site have increased by 256%**
- March-June peak due to SF Chronicle feature + paid PNF advertising
- Organic search is free discovery from Google searches and demonstrates that **our SEO strategy is working**
- **Organic social is the #3 traffic source** and feeding from our ongoing social media content and engagement
- Video is the highest performing medium and cheapest cost per view for advertising right now
- **Our future digital marketing goals are to integrate more video, paid video ads, and make content more specific to target and attract a younger and new demographic**

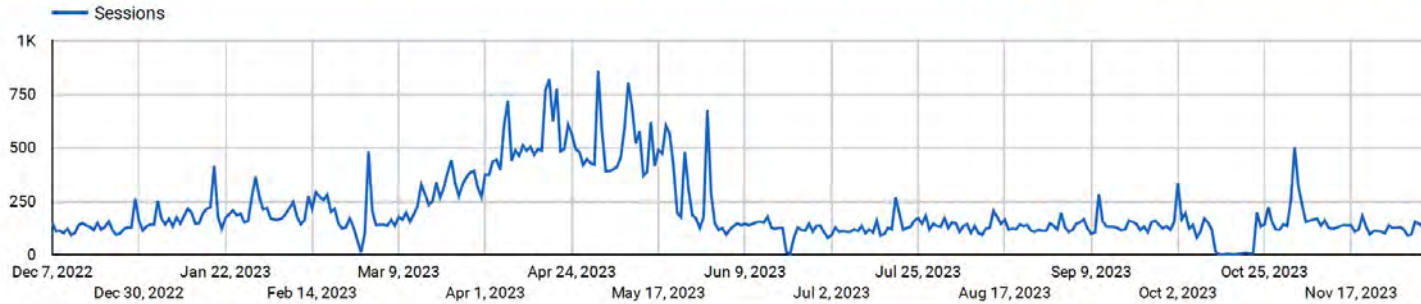


2 Years Organic Traffic

- Organic traffic is people visiting the site because they find its content useful and valuable. It is free (no paid ads). Its impossible to buy organic visitors.
- Traffic has almost doubled visitors in one year and almost 4X since 2021 thanks to the new SEO optimized website, constant updates and immediate maintenance fixes, and from the useful information on the site.

Website Analytics Overview

Dec 7, 2022 - Dec 7, 2023



Views 154,056 ↑ 255.0%	New users 57,305 ↑ 265.4%	Sessions 77,624 ↑ 262.9%	Active users 57,383 ↑ 267.4%	1-day active users 57,383 ↑ 267.4%	7-day active users 57,923 ↑ 270.9%	Total users 57,410 ↑ 267.5%
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Visitors and Sessions by Channel

Channel	New users	% Δ	Sessions	% Δ	Sessions	% Δ	Average purchase reve...	% Δ
Organic Search	24,301	230.0% ↑	34,318	232.2% ↑	44.21%	232.2% ↑	null	-
Direct	13,276	124.4% ↑	17,665	133.1% ↑	22.76%	133.1% ↑	null	-
Organic Social	11,441	787.6% ↑	12,525	783.3% ↑	16.14%	783.3% ↑	null	-
Email	2,274	403.1% ↑	3,707	549.2% ↑	4.78%	549.2% ↑	null	-
Referral	1,678	156.6% ↑	2,624	132.6% ↑	3.38%	132.6% ↑	null	-
Unassigned	1,215	20,150.0% ↓	2,241	3,514.5% ↑	2.89%	3,513.3% ↑	null	-
Display	1,070	-	1,329	-	1.71%	-	null	-
Paid Search	751	-	1,042	-	1.34%	-	null	-
Paid Social	912	-	997	-	1.28%	-	null	-
Paid Other	348	-	399	-	0.51%	-	null	-
Organic Video	39	-	42	-	0.05%	-	null	-

Custom dashboard courtesy of
Fabian Jauregui
 fabian@vinusual.com

Visitor Behavior

Dec 7, 2022 - Dec 7, 2023

	City	Region	Views
1.	San Jose	California	13,092
2.	San Francisco	California	11,614
3.	Los Angeles	California	4,378
4.	Santa Rosa	California	3,647
5.	Sacramento	California	2,824
6.	Windsor	California	2,685
7.	Oakland	California	2,424
8.	Fort Bragg	California	1,588
9.	Napa	California	1,535
1...	Healdsburg	California	1,530
1...	Boonville	California	1,470
1...	Ashburn	Virginia	1,445
1...	Seattle	Washington	1,442
1...	New York	New York	1,289
1...	Ukiah	California	1,182
1...	Chicago	Illinois	1,076

Top Traffic Sources

	User source	Views	% Δ	New users
1.	google	69,152	248.5% ↑	24,088
2.	(direct)	44,887	169.5% ↑	13,295
3.	VMC	10,694	-	7,838
4.	bing	3,076	222.8% ↑	689
5.	AVWA Social	2,288	-	1,451
6.	AVWA	2,265	-	940
7.	yahoo	2,249	287.1% ↑	613
8.	AVWA Email	2,219	-	676
9.	duckduckgo	1,672	335.4% ↑	542
10.	avwa	1,065	-	420
11.	Facebook	1,020	11,233.3% ↑	860
12.	ig	998	-	605
13.	m.facebook.com	812	-25.7% ↓	562
14.	roedererestate.com	735	78.0% ↑	117
15.	social	611	-	454
16.	Referral	455	810.0% ↑	152
17.	AVWA Emails	431	-	204
18.	Instagram Linktree	421	-	231
19.	square card	401	-	201
20.	consumer email	361	-	149
21.	f.facebook.com	354	-5.1% ↓	134

Traffic acquisition

Session default...	Total users	Total users	Sessions
Organic Search	24,909	43.39%	34,318
Direct	13,375	23.3%	17,665
Organic Social	11,517	20.06%	12,525
Email	2,511	4.37%	3,707
Referral	1,817	3.16%	2,624
Unassigned	1,593	2.77%	2,241
Display	1,077	1.88%	1,329
Paid Social	920	1.6%	997
Paid Search	809	1.41%	1,042
Paid Other	355	0.62%	399