

Draft Meeting Minutes

Amador County Wine Heritage District Board of Directors Meeting
9:00 AM Tuesday, March 4, 2025
9313 Pacific St, Plymouth, CA 95669

Attendees: Kathleen Mahan, Robert D'Agostini, Matt Zaldivar, Jeff Runquist, Paul Sobon, Scott Harvey, Megan Van Hook, Susanne Kreutzer, Spencer Jones, Julie Johnson, and Karina Nuffer.

CALL TO ORDER

- The meeting was called to order at 9:00AM by Kathleen Mahan.

ESTABLISHMENT OF QUORUM

Present: Kathleen Mahan, Robert D'Agostini, Matt Zaldivar, Jeff Runquist, Paul Sobon, and Scott Harvey.

- Absent: John Di Stasio
- A quorum was established

Robert D'Agostini made a motion to approve February 2024 meeting minutes.

- Seconded by Scott Harvey
- The vote was unanimous.
- Motion approved

Public Comment Reminder: Member comments will not be taken during board discussions, unless we have public comment noted. Should members have an item they wish to be agendized, they will need to reach out to the proper committee and the committee chair will then bring that matter to the board.

Discussion and Action Items

- A. Committee Chairs will bring forth committee members to the next board meeting for approval.
- B. Committee Chairs will give the Board notice of upcoming meeting dates.
- C. Robert D'Agostini made a motion to adopt "Catch the Rush" as one of the tag lines for Amador Wine Country.
 - Seconded by Scott Harvey
 - The vote was unanimous.
 - Motion approved
- D. HDL Update
 - Total wineries reported for as of 3/3/2025: 40
 - 32 wineries left to report – most are wineries that were not AVA members in the past
 - Out of the 32 wineries
 - 2 locations have closed
 - 1 has a second location, but reported as one location
 - Megan spoke with 10 of the wineries and they are in the process of entering the information into HDL.
 - a. 5 Wineries with tasting rooms reported \$0
 - b. HDL has not made progress with these wineries and Megan will be contacting them this week
 - c. 1% assessment: \$48,577.00 – difference of \$3,407 from projected budget

E. 4Q Assessment Raffle Winners

Wineries were encouraged to report Q4 assessment numbers to HDL. All members that reported in the first 30 days were entered into a raffle to win \$100 in social media marketing. HDL picked at random five wineries at random to win.

- Andis Wines
- Convergence Vineyards
- La Mesa Vineyards
- Rancho Victoria Vineyards
- Sobon Estate

F. Assessment Explanation

- Defino Madden is drafting a short memo in layman's terms to distribute to membership. A follow up email was sent on 2.25.2025 and it is still in the works.
- Wine Direct merged with Commerce 7. - On the Commerce 7 side they are currently working on a, by tax code, heritage assessment implantation fee. As of 10pm last night Wine Direct has a work around for WHD assessment. Please contact Megan for directions

COMMITTEE REPORTS

Education Committee: Education Committee will be meeting and forming a committee.

Marketing & Event Committee: Events and marketing committee meet tomorrow, and they will discuss the new logo and the committee will then present proposed logo(s) for board to approve.

Behind the Cellar Door – Sold 670 tickets – Goal 1,000. All wineries have been sent draft itinerary's – Final itineraries and glass pick up will be on March 20th at the Amador Wine Country Office. We need wineries to start talking about the event on social media and sharing in email blast. Four Fires – 233 VIP Tickets – 178 General Tickets - 18DD Tickets Looking for winery sponsorship.

Finance Committee: The Finance Committee is working on rearranging the chart of accounts to be more readable and better flow. hopes to have proposed budget brought forward to the Board at April's meeting.

Policy Committee: The Policy Committee will be meeting and forming a committee.

NEW BUSINESS

- Create a one-sheet with a clear, consumer-friendly message that positively explains the assessment charges, focusing on the benefits and impact for visitors.
- Kathleen Mahan gave an update on ACT Lodging District efforts in creating a Lodging District structured like the Wine Heritage District.

PUBLIC COMMENT

Elisheva Gur-Arieh – Di Arie Vineyard & Winery

- Raised concerns about customers inquiring about the assessment fee on their receipts.
- Raised concerns about wineries not implementing the assessment fee.

Spencer Jones – Iron Hub Winery & Amador Winegrowers President

- I'm thrilled to announce a new chapter for the Amador Winegrowers as we collaborate with the Amador Wine Heritage District! To celebrate this new partnership, we invite you to a Happy Hour on Thursday, April 3rd, from 5-7PM at the Shenandoah Schoolhouse. Address: 21601 Shenandoah School Rd, Plymouth, CA, 95669

We welcome all wineries and winemakers to join us for an evening of camaraderie with Amador County growers. In these challenging times, building strong partnerships between growers and local wineries is more important than ever.

Appetizers will be provided - just bring your favorite bottle of wine and enjoy a wonderful evening with us at the schoolhouse. Please RSVP at spencer@ironhubwines.com

ADJURNMENT

- a. Motion to adjourn made by Robert D'Agostini
 - Second by Matt Zaldivar
 - Meeting adjourned at 10:18AM