

***Draft Meeting Minutes***  
Amador County Wine Heritage District  
Board of Directors Meeting  
9:00 AM Tuesday, May 6, 2025  
9313 Pacific St, Plymouth, CA 95669

Attendees: Kathleen Mahan, John Di Stasio, Matt Zaldivar, Jeff Runquist, Paul Sobon, Scott Harvey, Megan Van Hook, and Spencer Jones. Via Zoom Julie Johnson, Susanne Kreutzer, and Steve Havill

**CALL TO ORDER**

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

**ESTABLISHMENT OF QUORUM**

Present: Kathleen Mahan, John Di Stasio, Matt Zaldivar, Jeff Runquist, Robert D'Agostini, and Scott Harvey.

- Absent: Paul Sobon
- A quorum was established

**CONFLICT OF INTEREST DISCLOSURE**

- No conflict of interest stated

Scott Harvey made a motion to approve April 2024 meeting minutes.

- Second by John Di Stasio
- The vote was unanimous
- Motion approved

Robert D'Agostini made a motion to approve March Financial reports.

- Second by John Di Stasio
- The vote was unanimous
- Motion approved

**DIRECTOR REPORT**

**Honeysuckle Creative Notice**

Nicole Shebel with Honeysuckle Creative has given notice that she will be stepping away from her role as our contracted Marketing and Events support. She shared that our account has become more time-consuming than she initially anticipated, and it is impacting her ability to manage work for her other clients. As a result, she will be terminating her contract effective May 31.

That said, Nicole expressed continued interest in working with the association on a contract basis for future events. She shared how much she's appreciated the opportunity to return—not only to support events but also to help foster collaborative marketing efforts with ACT.

Given the current absence of a working board, she also noted that the association might benefit from bringing on a full-time staff member to handle marketing, events, and day-to-day operations.

**Credits**

When I onboarded as the Acting Executive Director for the Amador Vintners Association, I identified two instances of overpayment from 2021:

**1. 941 Employee 4th Quarter Tax Return (2021)**

An overpayment was made on the 941 tax return for the 4th quarter. I filed an amended return, and the IRS issued a credit in the amount of **\$4,300**.

## **2. Sales & Use Tax (2021)**

An overpayment was also made on the Sales & Use Tax. A credit was issued in the amount of **\$1,134**.

Both credits have been documented and appropriately applied.

### **Liability Coverage**

In preparation for the Four Fires event, a Certificate of Liability Insurance was obtained to cover both the Amador Vintners Association and the Amador County Wine Heritage District. I consulted with Delfino Madden to confirm that this coverage was sufficient. Based on their recommendation, we moved forward with establishing an Operating and Management Agreement between the Amador Vintners Association and the Amador County Wine Heritage District. This agreement was finalized and signed by both parties prior to the event.

### **ACWHD COLLECTIONS**

- Reviewed Operating and Management Agreement with Amador County and Amador County Wine Heritage District.
- 63.88% of wineries reported 1<sup>st</sup> quarter assessment.
- The total first quarter assessment collection was \$49,991.75. \$14,000 more than budget for 1<sup>st</sup> quarter. with 26 remaining wineries to report.
- The MDP is currently being reviewed and updated by legal counsel. The County has requested that the County Ordinance description be used in the MDP to ensure alignment.
- Wineries that have not reported will be contacted by the Association office and HDL for the collection process.
- A timeline will be created to transition the WHD board into the AVA to operate both entities until WHD 501c6 has been completely established by the IRS.

Robert D'Agostini made a motion to approve the Administration Service Agreement as proposed with a \$100 per month service fee; amending the Amador County Wine Heritage District Budget by adding an additional \$600 for the remaining of the year in account 102: licensing and permits category.

- Second by Matt Zaldivar
- The vote was unanimous
- Motion approved

### **ACTION ITEMS**

John Di Stasio made a motion to appoint Jeff Runquist to Bailey Lubenko-Love committee members seat for the Marketing & Events Committee.

- Second by Robert D'Agostini
- The vote was unanimous
- Motion approved

John Di Stasio made a motion to appoint Megan Foley to Candyce Rodrick committee members seat for the Marketing & Events Committee.

- Second by Robert D'Agostini
- The vote was unanimous
- Motion approved

Discussion to bring the Amador Wine Country logo, web color, and marketing color palette back to the Marketing Committee.

Discussion on three prior strategic planning meetings with developed marketing plan approved by Board of Supervisors during Wine Heritage formation.

Discussion around proposed marketing survey, providing directions to the Marketing Committee, and hosting a Board of Directors & Marketing Committee Marketing Retreat.

Calendared a Marketing Summit on June 17, 2025 at 9AM at D'Agostini Wines 12557 Steiner Road, Plymouth, CA 95669. All board members and Marketing Committee members will need to turn in survey's prior to the event.

Scott Harvey made a motion to approve the Website Privacy Policy.

- Second by Matt Zaldivar
- The vote was unanimous
- Motion approved

Matt Zaldivar made a motion to approve the Website Event Submission Policy.

- Second by John Di Stasio
- The vote was unanimous
- Motion approved

Scott Harvey made a motion to approve the Social Media & Marketing Policy.

- Second by John Di Stasio
- The vote was unanimous
- Motion approved

Matt Zaldivar made a motion to charge customers a credit card processing fee. This fee would be disclosed during the transaction process and would reflect the actual cost that would be incurred by the ACWHD.

- Second by Scott Harvey
- The vote was unanimous
- Motion approved

Scott Harvey made a motion to charge customers a ticketing fee. This fee would be disclosed during the transaction process and would recover the cost for customer service support via phone, email, and Chat GPT for customers and staff for event ticket purchases.

- Second by Matt Zaldivar
- The vote was unanimous
- Motion approve

All Board and committee agenda, policy, and documentation will be available online at mid-April

<https://amadorwine.com/amador-wine-heritage-district/>

## **COMMITTEE REPORTS**

Education Committee: No Meeting was held.

Marketing & Event Committee: Reviewed Behind the Cellar Door Survey results. Discussion around charging wineries for catered food for the event was brought up, however the board felt that it was necessary to charge.

Finance Committee: Reviewed Amador Vintners Financials since most of the finances have still been processed through the account.

Policy Committee: The Policy Committee is continuing to work on new policies.

## **NEW BUSINESS**

- Kathleen Mahan gave an update on ACT Lodging District efforts in creating a Lodging District structured like the Wine Heritage District, the final meeting will be held on May 27, 2025.
- Scott Harvey presented Amador Appellation Control. The Board recommended that Scott should begin assembling members for an Amador Appellation Control Committee, develop a description of the committee and its purpose, and present the full proposal to the Board for approval as its own Committee.

## **PUBLIC COMMENT**

Steve Havill

- Asked for public comment to be at the beginning of the meeting and before each motion.

Spencer Jones

- Feels that it is easy to speak and give public comment when you are in person at the meeting and how you may feel differently if you are attending via zoom.
- Requested that we add a link to the Winegrowers to our monthly newsletter
- Feels that the Marketing Committee is not moving forward and would like direction from the Board
  - What can we spend money on
  - Marketing ideas
  - Survey results

## **CLOSED SESSION**

- The Board entered into closed session at 11:21 AM pursuant to Government Code § 54957 to discuss compensation for the Interim Executive Director.  
The Board reconvened in open session at 12:00 PM.

## **DISCUSSION**

- By unanimous vote, the Board approved maintaining the budgeted annual wages as a salaried position for Megan Van Hook in her role as Interim Executive Director.
- Board asked for three options for health insurance to be brought back for review.
- Board asked for Megan Van Hook to find an Event Management Company that can take on more responsibilities of the events so that she can focus on Executive Director task.

## **ADJURNMENT**

- a. Motion to adjourn made by Scott Harvey
  - Second by John Di Stasio
  - Meeting adjourned at 12:14PM