

Amador Wine Heritage District

Finance Committee

Minutes-Draft

Tuesday, April 22, 2025

1. Call to order: Meeting was called to order at 8:46 AM.
 - a. Attending: David Helwig (via Zoom), Matt Zaldivar (via Zoom), Megan Van Hook, and Jeff Runquist
2. Quorum was established (3)
3. No conflicts of interest were disclosed
4. Amended minutes of the March 18, 2025 meeting were reviewed and approved.
5. Review financials: ACWHD Balance Sheet as of March 31, 2025, P & L for January through March 2025 were reviewed and approved. Upon learning that the non-profit status for the ACWHD has yet to be approved and how that affects the operation of the ACWHD in that it cannot be the beneficiary of events or take sponsorships that are tax deductible for the sponsor the financials of the AVA were reviewed. Sponsorship income for Four Fires will be moved from ACWHD to the AVA so as to provide tax deductibility for the sponsors. It was decided to operate as much as possible through the AVA until such time as the ACWHD receives its non profit status. This may be up to eighteen months. It was discussed that we may need to run two sets of books until such time as the non-profit status is granted. It was determined to keep running the events through the AVA accounts. We may wish to approve two budgets, one for the portion of the organization that will run through the AVA's books and a second for the ACWHD which will start to receive assessment income and have obligations as to how it will be spent. If assessment revenue is \$126K then there would be \$7.5K for Education/Quality, \$30K for Administration collections and operations, \$6.3K for Contingency and Reserve.
6. Review Expenses paid year to date: Expenses by Vendor Summary January -March 2025 were viewed and approved.
7. Outline a procedure to create a budget; In order to approve a budget in December the finance committee should plan to have a budget approved in November and a preliminary budget by October. Committees should therefore be prepared with requests and plans sometime in September. This timeline will be presented at the next board meeting. A question was posed as to how to approach budgeting should we have an amount of funding that is available or ask for a funding request from the committees. Setting a limit was considered the best way to go.
8. Metric to measure foot traffic: We will approach Community Benchmarking to see if they might offer an affordable program that focuss on customer count.
9. Committed Funds Comarketing Projects with ACT: A Marketing Contracts spreadsheet was reviewed. Seven means of advertising were briefly described along with the monthly cost and the amount contributed by AVA/ACWHD.
10. Reporting Format: Financial activity of the ACWHD is minimal, AVA is not minimal since a large portion of the transactions are in support of the events. It was decided to let the AVA

board approve their financials and present them to the ACWHD board along with a ACWHD P & L and Balance Sheet for their approval.

11. Chart of Accounts: Given the state of flux this was tabled

12. Accounting Help: We have reached out to Glenn Burdette and are in the process of making introductions and asking for a quote for services

13. New Business: None

14. Meeting was adjourned at 10:32 AM