

Finance Committee-Amador Wine Heritage District

Minutes

Tuesday, June 24, 2025

1. Call to order. Meeting was called to order at 9:04 AM.
 - a. Attending: David Helwig, Matt Zaldivar, Megan Van Hook, Jeff Runquist
2. Establishment of a quorum
 - a. David Helwig
 - b. Matt Zaldivar
 - c. Jeff Runquist
3. Conflict of Interest Disclosure
 - a. Dave Helwig disclosed that Nicole Shebl had worked for Helwig Winery and Kathleen Mahan is a current employee of Helwig Winery.
4. Review Financials
 - a. Amador Vintners Association
 - i. Balance Sheet
 1. Accounts receivable amount is \$2,446.84. This entry needs to be investigated and identified.
 2. Undeposited funds of \$2,574.75 will be investigated and determined where the funds are and their origin.
 3. Dave Helwig pointed out that the \$8,535.19 in the Wells Fargo Checking account is not sufficient to pay the credit card bill of \$4,978.30 and the 941 payable \$3,739.87 and EDD Payable of \$535.01 totaling \$9,253.18. Megan identified a deposit for a refund for overpayment of sales and employment taxes that occurred in early June which will cover the expenses.
 4. The Equity line labeled Equipment Fund Balance was questioned and needs to be identified.
 - ii. Profit & Loss
 - iii. Profit and loss by class July 1, 2025 to June 24, 2025
 1. The AVA is nearing the end of its fiscal year and is showing a net income of \$3080.62. Megan indicated that most of the AVA financial activity has been transferred to ACWHD.
 - iv. Expense by vendor
 - b. Amador County Wine Heritage District
 - i. Balance Sheet
 1. Accounts receivable amount is \$2,184.42. This is a credit towards ACT comarketing spending. It has been paid but AVA has yet to receive the services. Once received funds will be allocated to expense accounts based upon service level.
 2. Undeposited funds of \$2,779.23 will be investigated and determined where the funds are and their origin.
 - ii. Profit & Loss

1. In account labeled Professional Services a more specific line item will be added; Event Management and the payment of \$3,507.50 to Honeysuckle Creative will be moved from Professional Services to Event Management.

iii. Profit and loss by class

1. For the five month period Jan1 through May 31 the P&L is showing a net income of \$28,336.77. This is a bit hard to follow as there are only a portion of the FF income and expenses shouldered by the ACWHD and the balance is on the AVA P&L. We need to merge the accounts to get more informative financial statements without having to add the two together.
2. Moving forward two significant monthly expenses will be discontinued: \$1,750 to Honeysuckle Creative for marketing consulting and approximately \$5,000 to Fox Forty for digital advertising.

iv. Expense by vendor

5. Four Fires Review

- i. Almost all of the income and expenses have been accounted for. There is an expected \$4,000 in CC service fees that should be refunded to the ACWHD. Credit card processing fees were to be charged to the CC holder and not the ACWHD. Megan is negotiating to get the card processors to provide the service charges paid by the ticket buyers to the ACWHD.
- ii. Should Megan be successful in getting the \$4,000 in service fees the total income for FF will be just shy of \$9,000. This is significantly less than the anticipated \$30,000. The shortfall comes from \$12,000 in reduced income versus budget and \$9,000 in expenses over budget.
- iii. A stronger effort in marketing the event and tighter controls on last minute spending and reducing additional costs due to poor management should bring AFF back to a level of profitability closer to that of 2022 (\$30K) and 2024 (\$49K).

6. Public Comment

- a. There was no public comment

7. Meeting adjournment

- a. Meeting was adjourned at 10:35 AM