

Finance Committee-Amador Wine Heritage District

Minutes

Tuesday, November 21, 2025 Meeting location was the Conference room of the ACWHD

1. Call to order. Meeting was called to order at 9:02 AM.
 - a. Attending: David Helwig, Matt Zaldivar, Megan Van Hook, Jeff Runquist, Daisy D'Agostini
2. Establishment of a quorum
 - a. David Helwig
 - b. Matt Zaldivar
 - c. Jeff Runquist
3. Conflict of Interest Disclosure
 - a. None
4. Public Comment
 - a. Daisy offered to provide her comment when the topic of the marketing budget was raised
5. Budget Review and Approval
 - a. We examined three budgets. One had the Barbera Festival at the Italian Picnic Grounds, and a concert post Four Fires. A second had the Barbera Festival at the Italian Picnic Gounds but no concert at Four Fires. A third had the Barbera Festival at the Folsom Community Center and no concert.
 - b. Neither of the two budgets with the Barbera Festival at the Italian Picnic Grounds showed a profit. Lack of capacity was the main reason and to some extend additional costs for rental items. It was decided to show a budget with the Barbera festival at the Folsom Community Center.
 - c. A post Four Fires concert was nixed in favor of increasing the entertainment portion of the Four Fires budget and having the music for all participants and during the event.
 - d. The most up to date numbers in the assessment show less revenue than when we decided upon \$250K for our budget. Given concerns about future winery closures and the reduced assessment numbers we decided to scale back our projection for the assessment in 2026 to \$240K down from \$250K. This is a gross assessment figure not what we receive from HDL. What we receive from HDL has their collection fee deducted from the gross assessment receipts. The line item for HDL collection fees will be moved to the category Collection Fees, Licenses, and Permits.
 - e. David suggested that any profit beyond the \$12K required to fulfill our obligation to spend 5% of the assessment on a contingency reserve should be allocated to the marketing portion of the budget. There was affirmative consensus on this point and Megan will adjust the final draft of the budget to make this adjustment.
 - f. It was decided to proportion a part of staff wages to marketing, events and general and administrative budget line items. Pending a survey of the time spent on these three tasks we will start by allocating 25% of staff expenses to marketing.
 - g. The marketing committee has struggled to break down the relationship with MKW into specific categories of Marketing expenditures. David suggested that so long as

the total resources allocated to marketing are not exceeded exactly how they are allocated should not be a barrier to progress. There was general agreement to this pending the approval of a marketing services agreement with MKW.

- h. Megan will get a copy of the budget with the changes to David, Matt and Jeff for review. Any further changes need to be made prior to Sunday as it is Megan's plan to include the proposed budget in a pre-December board meeting packet that she hopes to deliver early next week so board members will have some time with the budget prior to the December meeting.
 - i. David Helwig made a motion to approve the draft budget with the changes to reflect the reduced income, BF at Folsom, No concert at FF but an increase in the entertainment budget of \$2K, allocating any profit beyond \$12K to marketing, moving HDL collection fees to the category collection fees licenses and permits, and finally apportioning 25% of staff's wages to marketing and submit it to the board for approval. Matt Zaldivar seconded the motion. The vote was three in favor and none apposed. The motion passed.
- 6. New Business None
- 7. Meeting adjournment
 - a. Meeting was adjourned at 10:17 AM

Next Meeting: Tuesday December 16, 9:00 AM. Location: ACWHD office on Pacific Street