



MINUTES OF MEETING OF THE BOARD OF DIRECTORS OF
PASO ROBLES CAB COLLECTIVE

December 4, 2014

The Board of Directors of the Paso Robles CAB Collective met on December 4 2014 at 9:00 a.m., California, pursuant to notice waived and duly given.

The following were present for the meeting:

Board: Daniel Daou, DAOU Vineyards & Winery; Cynthia Lohr, J. Lohr Vineyards & Wines; Michael Mooney, Chateau Margene, Chateau Margene; David Galzignato, Jada Vineyard & Winery; Clarence Chia, JUSTIN Vineyards & Winery.

Staff: Linda Sanpei, Parker Sanpei; Kyndal Kennedy, Parker Sanpei; Cindy Paup, J. Lohr Vineyards & Wines

Guest: Jessica Kollhoff, ADELAIDA Cellars

I. Call to Order

- a. Noting the presence of a quorum, Chairman Daniel Daou **called the meeting to order at 9:12 a.m.**

II. Member Comment Period

- a. D. Daou posed to the Board a question of how the PRCC can create visibility and educational initiatives that validate our growing significance on the global Bordeaux stage; initiatives that the trade and media can get behind to continue to tell the story of Paso Robles CAB. The Board proposed an objective analysis of member wines based on phenolics. The media and trade pitch for 2015 and beyond can then become the incredible phenolic content in Paso Robles CAB. It was decided to gather the very best of 2013 barrel samples from all members and have a third party run an anonymous phenolic analysis to maintain objectivity. The Board agreed that a technical winemaker committee should exist to review the analysis and consult with wineries who want to improve their phenolic rating. The overall goal of this initiative is to improve the quality of Paso Robles Cabernet and red Bordeaux varietals across the board and to objectively message about the quality of wines produced in Paso Robles.

III. Announcements

- a. Nominations of Board Members
 - i. 20 votes received; four members were nominated; Elected for the two-year positions are Michael Mooney (Chateau Margene) & Jessica Kollhoff (ADELAIDA Cellars).
- b. PRWCA Board presentation
 - i. L. Sanpei presented a recap of the 2014 successes to the PRWCA on Dec 1. She previewed 2015 and thanked them for their ongoing support.

IV. Administrative Items

a. Upcoming Meetings

- i. Next Board meeting dates: January 8, 3:00-5:00 PM, JUSTIN Winery. This will be prior to the Annual Membership meeting.

V. Committee/Staff Reports

a. Parker Sanpei Report

- i. Sponsor Recognition Holiday Gathering

Nine sponsors and approximately 20 member wineries attended the event at Le Vigne. Michael Mooney thanked the sponsors individually.

A presentation with sponsor logos ran on a loop.
- ii. Membership Report

We anticipate 80-90% of wineries are planning to continue membership.
- iii. Media Tours

Laura Ness / *WineFoodExplorer.com*, *Salinas Californian*, *San Jose Mercury News*, *Los Gatos Magazine*
Danny Mangin / *Fodors*
Diane Sukinniek / *FoodandWineAccess.com*, *JustLuxe.com*
Michael Reiss / *FoodandWineAccess.com*, *Examiner.com*
- iv. Big Sur Event Summary

Parker Sanpei represented the PRCC at the Thursday night event at the Highland Inn and the Saturday Grand Tasting. The Thursday event was the highlight. Consumers and trade were very engaged and interested in the PRCC.
- v. Wine Tourism Conference

Linda attended. The biggest take-away was the need to create unique experiences and provide remarkable service.
- vi. iii Design Status

Reviewed design direction, update of CABs of d Distinction logo concepts and digital media kit. Review the timeline for other deliverables.

vii. Proposed 2015 Annual Plan

- a) L. Sanpei reviewed Sunset SAVOR as case study for events
- b) L. Sanpei posed the question, what percent of our efforts and resources should be focused on trade and media verses consumer? The Board proposed the efforts should weigh more on trade/media (65%/35%)
- c) The Board reviewed the membership pricing structure
 - o D. Daou suggested if members sell a certain number of tickets, their dues will be decreased. C. Lohr suggested we encourage ways to off-set dues with volunteer hours as well. It was decided by the Board that if member wineries sell 40 tickets, dues will be reduced by \$1,500. L. Sanpei to run the numbers to check the validity and economic health of this initiative.
 - o This initiative could influence inclusion of Garagiste producers
- d) L. Sanpei reviewed the draft agenda for 2015 noting the final agenda will be guided by the marketing budget
- e) L. Sanpei reviewed creative concepts for the event. Some included:
 - Wineries will be encouraged to craft a couple hundred cases of their very best wine for En Primeur; wines could be auctioned off or sold at a higher value, but that really showcase the potential of the area
 - S. CA Sommelier & trade awards given by Tasting Panel
 - Silent auction to benefit Cal Poly during CABs of Distinction – this may provide access to their alumni list
 - Lunch or dinner with a star chef for VIP consumers
 - Ticket pricing: Big Sur \$65, Garagistes \$65. The Board elected to change ticket prices for CABs of Distinction from \$95 to \$65, serving pizza and cheese to lower the price, and/or increase profits. Artisanal food purveyors will be invited to sample and sell their products
 - Sell wines at the event with 3rd party
 - Create a compelling video to go viral with consumers
 - Co-market events with VinDiego and LA Food & Wine Festival
 - Improved music quality
 - Ticket sales in member tasting rooms beginning in January (see above).
 - Advertising on Pandora radio to select demographic

b. **Treasurer's Report**

- i. C. Paup presented the current balance of the PRCC account, without payment from one member, the balance for the rest of the year is \$8K. C. Chia offered \$10K in sponsorship dollars from Fiji Water. D. Daou offered to pay DAOU's January dues in December. C. Lohr offered to pay J. Lohr's January dues in December.

VI. Buddy Winery Outreach

- a. K. Kennedy reviewed buddy list with Board members. Board reported making contact with a number of their buddies.

VII. 2015 Sponsor Outreach

- a. K. Kennedy presented the list of target and current sponsors and asked the board to take a look at the list and reach out to their contacts.

VIII. Upcoming Events Summary

- a. January 8, Annual Membership Meeting

IX. Adjournment:

- a. A motion was made by M. Mooney, seconded by D. Galzignato to adjourn the meeting. On unanimous vote, the meeting was adjourned at 12:23 p.m.