



**Napa Valley College Viticulture and Winery Technology Foundation  
Meeting of November 5, 2015  
5 pm – Room 1531, McPherson Administration Building**

**MINUTES**

**1.0 Call to Order – 5:13 pm**

**2.0 Roll Call – Those Present:** Ronald Kraft, Pat Burke, Debi Leal, Rafael Rios, and Paul Gospodarczyk. **Staff present:** Glenna Aguada, Greg Siewert and Chris Mraz. **Guests Present:** Michael Baldini and Kyle Iverson. **Those Absent:** Paul Wagner.

**3.0 Adoption of Agenda** – Agenda adopted by directors.

**4.0 Public Comment** – No public comments.

**5.0 Approval of Minutes** – Minutes for June 30, 2015 were approved as submitted.

**6.0 Treasurer's Report**

Glenna Aguada presented the treasurer's report. The beginning balance is \$40,671.98, and the ending balance is \$27,451.00 as of September 30, 2015. Glenna reviewed income and expenditure statement, balance sheet and budget status report. Auditors have reviewed the financials of the foundation accounts. Directors reviewed the detailed revenue and expenditures report.

**7.0 INFORMATION ITEMS**

**7.1 Report on Wine Sales and Production**

Chris Mraz reported that NVC wines will be advertised and sold starting next week at Whole Foods. On December 9, the Foundation will receive 5% of gross sales at Whole Foods. Signage was developed to sponsor this event. There will be a table for students and college staff to promote NVC Viticulture and Winery program. Debi Leal volunteered to assist at the table. Price points were discussed and the wine prices have been lowered in order to sell the wine faster, which will assist with clearing the wine inventory in the winery.

**7.2 Update on VWT Faculty and Operation Manager Searches**

Ron Kraft briefed directors on the college's practice on the faculty hiring process and the faculty obligation number (FON) set by state of 93 (even with retirements, the college has met FON for next year). There are seven positions on the list to hire and VWT instructor is one of them. The issue is funds to support seven hires, which the college cannot afford. Discussion centered on concerns about not hiring the VWT instructor and the image of the program. Directors agreed that the viticulturist must be hired in order for the Napa Valley community to support the program.

**7.3 Information on ADHOC Subcommittee of the NVC Foundation**

The ADHOC Subcommittee of the NVC Foundation has been established to work on fundraising strategies for the Foundation and strengthening partnerships with various groups throughout the Napa Valley (e.g. Grape Growers). The chair is Bill Hardy. Ron wants the directors to meet with this group in the future.

**7.4 Update on the Tasting Room**

An update was given to the Board on details of the wine tasting room, such as cabinet and floor tiles being installed. In addition, operational plans and a few legal details for the tasting room need to be worked on and checked. Paul Gospodarczyk is working with Merrick McKeig, Hospitality instructor, on wine sales from the hospitality service venue. There is a lot of synergy around commerce, agriculture and wine, and the primary goal is growth in these areas.

**8.0 ACTION ITEMS****8.1 Endorsement of Next Steps**

The directors discussed hiring a viticulturist in item 7.2. A M/S/C (Burke/Leal) was made that the Board of Directors wants the college to pursue hiring a viticulturist instructor for next year. The directors present approved the motion.

**9.0 Future Agenda Items**

- Defensively Register Your Trademark
- E-Commerce/Direct to Consumer (DTC)

**10.0 Announcement of Future Meetings at 5:00 pm**

- Thursday, May 5, 2016, 5-6:30 pm
- Thursday, August 4, 2016, 5-6:30 pm
- Thursday, November 3, 2016, 5-6:30 pm

**11.0 Adjournment – 6:30 pm**