



**Napa Valley College Viticulture and Winery Technology Foundation
Meeting of February 4, 2016
5 pm – Room 1535, McPherson Administration Building**

MINUTES

1.0 Call to Order – 5:02 pm

2.0 Roll Call – Those Present: Ronald Kraft, Paul Wagner, Robert Parker, Rafael Rios, and Paul Gospodarczyk. **Staff present:** Greg Siewert, Imelda Basco, Carollee Cattolica and Chris Mraz. **Guests Present:** None. **Those Absent:** Pat Burke and Debi Leal.

3.0 Adoption of Agenda – Agenda adopted by directors.

4.0 Public Comment – No public comments.

5.0 Approval of Minutes – Minutes for November 5, 2015 were approved as submitted.

6.0 Treasurer’s Report

Robert Parker presented the treasurer’s report. The beginning balance is \$40,671.98, and the ending balance is \$29,840.26 as of December 31, 2015. Robert reviewed income and expenditure statement, balance sheet and budget status report. Question arose regarding \$5,000 donation from Whole Foods, which has not been received. The winery staff will be notified when funds arrive. Directors reviewed the detailed revenue and expenditures report and accepted as submitted.

7.0 INFORMATION ITEMS

7.1 Expansion of the NVC VWT Foundation Team

Ron Kraft reported that a reorganization of the President Office and the Office of Institutional Advancement resulted in a job shift for the NVC VWT Foundation management. Starting in January, Carollee Cattolica will be the Director of NVC District Auxiliary Services, NVC Foundation, and NVC VWT Foundation. In order to balance work flow, some thoughts are to try to consolidate process and align meetings among the foundations.

7.2 Report on Wine Sales and Production

Chris Mraz updated the directors on the Whole Foods events on December 9. The Foundation will receive approximately \$5,000 from the gross sales. Chris will look at the number of sales from Whole Foods to use as a selling point. There are a couple of small bulk wine lots that will be sold to the General Store. The owner promotes the winery by adding on the bottle that NVC students made the wine. Discussion center on price points of the NVC wine and the need to develop a strategic plan for marketing the sale of wines.

7.3 Update on VWT Faculty Search

Ron Kraft briefed directors on expanding the search for a viticulturist beyond the closing date in February. He wanted input on wine related postings and messages other than what the normal posting is for the college. Directors agreed and gave various resources, such as Farm Bureau, UC Extension Agriculture Commission, Napa Valley Grape Grower, Vintner's, and Wine Business.

7.4 Report on Compliance for NVC VWT Foundation

Due to several Board of Director positions changing over the past two years, the Foundation will address immediately any compliance issues that need remedy, including updating the list of directors on the TTB and California ABC license applications. Staff will be working on this item.

7.5 Information on ADHOC Subcommittee of the NVC Foundation

Ron Kraft reported that the focus of the ADHOC subcommittee is to increase the visibility of the program for our students. Discussion centered on a draft strategic outline for the VWT program and the program goals. In order to achieve program goals, a Wine Institute (WI) needs to be established. The document outlined the purpose of WI and steps needed to create a WI. With the Wine Institute in place, it will help relieve issues of managing a winery and free up time for faculty to teach students.

7.6 Update on the Tasting Room

An update was given to the Board on details of opening the wine tasting room. The room is half way through renovations. Paul Gospodarczyk is working to integrate the tasting room into curriculum while generating revenue that would support the program. A few details need to be worked on and checked, such as operational plans, volunteers and legal details for the tasting room. The E-winery Solutions software is failing, and it was suggested to contact the company about donating the software. Discussion centered on the pros and cons of E-winery and Square software.

8.0 ACTION ITEMS**8.1 Approval of Resolution: Signing Authority for Robert Parker and Glenna Aguada**

Board of Directors recommended a resolution that approves Robert Parker and Glenna Aguada as a signing agent for the Foundation. Both will be added to the TTB and California ABC license applications. M/S/C (Wager/Gospodarczyk) was made to approve Robert Parker and Glenna Aguada as signing agents.

8.2 Acceptance of the Audit Report

This item tabled for the May 5 meeting due to the fiscal year ending December 31, 2015.

8.3 Endorsement of Next Steps

No actions items for next steps.

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 – 6:32 pm