



**Napa Valley College Viticulture and Winery Technology Foundation  
Meeting of February 5, 2015  
4:30 pm – Room 1535, McPherson Administration Building**

**MINUTES**

**1.0 Call to Order – 5:07 pm**

**2.0 Roll Call – Those Present** Bryan Avila, Ronald Kraft, Rafael Rios, and Jeanine Hawk. **Staff present:** Glenna Aguada, Chris Mraz, Greg Siewert, and Terry Giugni. **Guests Present:** Lee Nordlund. **Those Absent:** Pat Burke and Debi Cali.

**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, 2014 were approved as submitted.

**6.0 Treasurer's Report**

Glenna Aguada presented the treasurer's report. The beginning balance was \$30,993.76 and ending balance is \$40,671.98 as of December 31, 2014. Glenna reviewed income statement, balance sheet and budget status report. Glenna requested that the NVC VWT Foundation's fiscal year be aligned with NVC's fiscal year. Action will need to be taken at the next meeting.

**7.0 INFORMATION ITEMS**

**7.1 Report on Wine Sales and Production**

Bryan Avila reported that decisions need to be made about selling wine. Discussion centered on the benefits and pros/cons of selling bulk wine directly to a client, bottling estate wine and developing a contract with Whole Foods. A quick process for business transactions for selling wine needs to be established

**7.2 Information on Outreach and Connection with Vintners' Association**

Ron Kraft is pursuing philanthropic support and partnering with the valley foundations and associations to benefit from marketing strategies. The valley foundations and associations are interested in the college, and NVC needs to strengthen its connection through the VWT program. Discussion centered on strategies to connect and develop opportunities to serve the valley foundations and associations.

**7.3 Review and Update the NVC VWT Mission, Goal and Activity Statement**

The directors were asked to review NVC VWT Mission, Goal and Activity Statement, which has not been reviewed since 2008. Directors discussed sponsored college events that promote the instructional program through NVC Foundation (e.g., May Fair). Under goals, the first bullet was deleted. Directors are to review the statement and send any comments to Christina Rivera.

**7.4 Discussion on the Organizational Structure of the NVC VWT Foundation**

This item tabled for a future meeting.

**7.5 Discussion on the St. Helena Campus**

This item was not fully discussed. Ron Kraft spoke briefly on details of the wine tasting room:

- Proposing two wine tasting locations; one up valley and the other one here in Napa by Kennedy Park.
- Wine tasting rooms would not be open on weekends.
- Need assistance with planning and designing the tasting rooms.

**8.0 ACTION ITEMS****8.1 Election of Vice Chair of the NVC VWT Foundation**

The board of directors nominated Rafael Rios as vice chair. Directors present voted in Rafael Rios as vice chair.

**8.2 Endorsement of Next Steps**

No action 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 4:30 pm**

- Thursday, August 6, 5-6:30 pm
- Thursday, November 5, 5-6:30 pm

**11.0 Adjournment – 6:38 pm**