**Lamorinda Wine Growers Association**

Minutes

Monday, August 5, 2019

Thal Vineyards, 1155 Laurel Drive, Lafayette

Board Members Present: Bill Scanlin, Carol Haag, Larry Thal, Tim Wedlake, Leslie Ward, Bill English and Daniel Howsepian

Board Members Not Present: Gerard van Steyn, David Hicks and Susan Captain

Guests: Esther Thal

The meeting was called to order at 7:12 pm by President Bill Scanlin.

The July 8, 2019 meeting minutes were reviewed; Bill English moved for approval, this was seconded by Leslie and the minutes were approved as written.

Tim Wedlake provided a Treasurer’s report which showed a balance in the LWGA treasury of $4,606.33. The next installment for insurance premiums is not due until November. Approximately 10 members are delinquent in dues payments. According to Bill Scanlin, it is likely that five have dropped out of the group. The other five have attended some meetings and will be billed for both last year’s and current dues. It was reported that the Contra Costa Winegrowers Association dues are $65 per year, which is considerably lower than ours. There was no consideration of a dues increase at this time. (The President still needs to appoint a new Membership Committee chairperson.)

Bill Scanlin reported that the forum tab he created is up and running; however, it needs weekly content to be effective.

Larry reintroduced a discussion begun several months ago, involving what strategic planning issues need to be elevated in priority. He and Esther have purchased a building in the Lafayette commercial area which might be used partially for a winery and for wine tasting and sales. After introducing the general concept, there was considerable discussion with regard to what parts of this would satisfy member needs as expressed in past surveys and in Board strategic planning exercises. Following is a partial list of goals:

* Create a physical presence which will enhance the stature and educate the public with regard to the Lamorinda AVA.
* Create a tasting venue (potentially with some capability to serve food, as well) which affords a connection between wine making and wine tasting so that members of the public will be able to see and to experience the wine making process while tasting locally made and/or grown wines.
* Through signage or other means (website, etc.) promote both the Lamorinda AVA and the Lamorinda Winegrowers’ Association.
* Create a local winery with the goal of facilitating wine production for local growers who do not make their own wine or whose production is too small to use a custom crush facility. In some manner, offer services similar to what a custom crush facility offers.
* Cooperate with local bonded wineries, restaurants, hotels and retailers to create better awareness of locally made wines and, specifically, to better promote wine sales.
* Offer storage for those who do not have adequate temperature and humidity controlled space.
* Engage those who wish to sell their wine at this facility to volunteer time to conduct tastings and to facilitate sales at this venue.

Daniel and Carol discussed plans for the annual Holiday Party. It was agreed that we would reserve the same space as last year at the Holy Trinity Cultural Center at a rate of $640. A payment of $240 was authorized, with the balance of $400 to be provided in the form of complimentary tickets which the church will provide to their members and friends. The September 29 membership meetings will be at the Makdisi residence. The red wine winners from the last LWGA competition will present their wines.

Daniel presented the concept of organizing a micro-winery tour, similar to kitchen tours, where the public could visit local wineries and tasting venues. Utilizing limousine services, the sale of tickets, legality, etc. were all issues raised which Daniel will explore.

The Lafayette Art and Wine festival will be September 21st. Bill English, Bill Scanlin and Leslie Ward will be pouring this year on behalf of LWGA.

Carol made a motion to adjourn. The meeting adjourned at 9:15 pm.

Respectfully submitted by:

Lawrence Thal, Secretary