Temecula Wines
Temecula Valley Winegrowers Association

# Board Meeting Minutes

**September 16, 2026**
**3:00p**

***Board:***

| Board Member | Present | Board Member | Present |
|---|---|---|---|
| Mike Rennie, President | Yes | Ken Smith, Director | No |
| Bill Wilson, Treasurer | Yes | Johnny Leon, Director | Yes |
| Jeff Carter, Director | No | Leah Ponte, Secretary | No |
| Damian Doffo, Director | Yes | Joe Wiens, Director | Yes |
| Phil Baily, Board VP | Yes | | |

**Present TVWA Staff/Others:**

Krista Chaich, Executive Director | Kate Anderson, Operations Manager| Bianca Castillo, Member Relations Mgr.| Chaela Ciongoli, Director of Marketing & PR | Tricia and Ron Keuhl|

**I: CALL TO ORDER**: M. Rennie called to order 3:09p

**II: ROLL CALL: K. Anderson** completed roll call – quorum present.

**IV: PUBLIC COMMENTS:** R./T. Keuhl, Shal Renfro

Code Enforcement and Permit Violations: It was reported that after three permit violations, a permit is placed on hold. If more than five violations occur within a six-month period, the permit may be revoked.

Grand Jury and Code Enforcement Discussion: The discussion addressed concerns about code enforcement, including short-term rentals, inconsistent enforcement, and allegations of favoritism. A Grand Jury review examined enforcement practices and concerns related to proposed rezoning efforts east of wine country. The Sage area proposal was presented to the Board of Supervisors, with a request to limit rezoning opportunities to once every eight

years. The proposal was rejected. Concerns were raised about inconsistent code enforcement and the potential for preferential treatment.

**Special Presentation** – Save Temecula: Shal presented on the Save Temecula initiative and efforts to address a proposed infrastructure project that could impact the Temecula Valley community and surrounding wine country. It was noted that a similar proposal was pursued about 20 years ago, but was opposed by the City and community. The City is currently engaged in the effort, while Save Temecula serves as a community mobilization organization that provides additional support and coordinates public opposition. The California Public Utilities Commission (CPUC) considers community feedback as part of its review process. Save Temecula is seeking legal representation and subject-matter experts to ensure community concerns are formally represented, with approximately $100,000 needed to initiate these efforts. Discussion included the availability of three alternative routes, only one of which would bypass Temecula, as well as concerns about the potential impacts of the alternatives. Additional concerns included increased fire risk, development pressures, and preserving the region's scenic character. Save Temecula is advocating for an alternative that minimizes impacts to the community and local landscape. The organization's website is now accepting individual donations. Board members discussed how the wine industry could support these efforts, particularly by raising awareness among wineries that may not be familiar with the project. It was confirmed that Pechanga is actively involved in the effort. Save Temecula is planning a fundraiser with wineries in October. For additional information, Shal can be contacted at shal@savetemecula.org.

**III: APPROVAL OF MINUTES:**

Motion set by P.Baily , Second J. Leon. Motion carried.

**TREASURER'S REPORT** – B. Wilson

Starting with the Administrative Budget, we're slightly above budget on income by approximately $3,000, mostly due to SIP Passport and special events. We're approximately $11,000 under budget on expenses, mostly due to lower-than-anticipated expenses for Grape Day, the winery brochure rack service, and SIP.

Overall, net income is $15,000 above budget.

For the Assessment District Budget, we're approximately $69,000 ahead of budget in assessment income, with approximately $969,000 in assessment funds received.

Expenses are tracking well, and we're $24,000 under budget. That puts net income at around $284,000, or $93,000 over budget.

On the balance sheet, everything looks solid, with total liabilities and equity at approximately $1.8 million.

We currently have one outstanding invoice, but it is current.

Overall, we're in a healthy position!

As an update, Lorimar did send a $2000 check.

**COMMITTEE REPORTS –**

- **Marketing** – C. Ciongoli

Magnetic has completed the onboarding process, stakeholder surveys, research, and findings phase. The next phase will focus on creative development and content creation. Magnetic is currently managing social media and paid media efforts. Research included 1,782 respondents across Los Angeles, Orange, San Diego, and Riverside counties. Findings indicated that 99.01% of tasters reported that Temecula met or exceeded their expectations, while 32.53% of respondents had never tried Temecula wine. Temecula received a 3 out of 5 customer satisfaction rating through WISE secret shopper evaluations, compared to the benchmark of 4 out of 5. Additionally, most respondents recognized Temecula as a laid-back wine country destination.

Regional SnapShot

Club allocation is up in Temecula by 23.8% and the average in California is 2%. The Tasting room is down 4.7%, compared to down 5.1% average in California. Online sales are down 2.5% in Temecula and average in California is down 24.3%. Events are down 67.8% while the rest of California average is down 16.6%. According to Community Benchmarks, traffic is down 9.1% whereas the average is California is down 10%. However, Onspot is reporting an increase of traffic by 13.8%

- **Education Updates** – J. Leon
  - October 29 6p Callaway
    Story-Time Driven Sales and Confident Wine Communication
  - November 19- Callway 6p
    Membership as Belonging

About 35 people attend each class, attendees are requesting to move it to 6:30 instead of 6.

- **Political Updates** – K. Chaich / M. Rennie

Currently trying to get code enforcement leadership to meet with the TAC group. There are noise concerns in Wine Country. Both K. Chaich and M. Rennie request a formal resolution opposing the Golden Powerlink project.
M. Rennie requests motion: J. Leon motions and P. Baily seconds the motion. No opposition; 6 agree.

- **Viticulture** – D.Doffo

  As harvest season nears completion, a recap will be prepared, and approval was requested to host a post-harvest event. D. Doffo asked B. Castillo to coordinate with G. Pennyroyal to arrange the event. Discussion also addressed the importance of preserving agricultural land and incorporating viticulture into the Association's marketing efforts, including encouraging members to utilize Riverside County-grown grapes in their wine production. A 75% commitment was suggested, with D. Doffo committing to 100%. Concerns were raised regarding abandoned vineyards that require abatement, as failure to address these properties could pose risks to neighboring vineyards. Additionally, a proposal was discussed to establish future funding for a vineyard worker certification program. Under the proposed program, workers who complete required coursework would receive a wage increase and renew their certification annually. It was suggested that wineries prioritize hiring workers who hold the certification card. Funding would be allocated within the budget to support program leadership and implementation, with a proposed launch and funding timeline in April.

- **Enology** – J. Wiens
  - Oct 13- tasting room staff at 6p at Humble Somm
- **Membership** – B. Castillo
  - New Affiliate Members – La Costa Energy Efficiency Doors
  - Member social tonight and then next one on December 17.

**OLD BUSINESS** – K. Chaich

**Proposed changes to the bylaws:**

Pg. 3 Change- assessment 1.25%- already approved.

Pg. 6 Directors are expected to attend regular board meetings in person whenever reasonably possible. The Board may conduct meetings through teleconferencing or permit one or more Directors to participate remotely to the extent authorized by the Ralph M. Brown Act and other applicable provisions of California law. Teleconference meetings and remote participation shall be conducted in compliance with all applicable requirements of

the Ralph M. Brown Act, including, but not limited to, requirements relating to public notice, agenda posting, public access, public participation, quorum, voting procedures, accessibility, and any other conditions prescribed by law. Directors participating remotely in a meeting pursuant to applicable law, shall be deemed present for purposes authorized by the Ralph M. Brown Act.

Pg. 7 The ballot and any related material may be sent electronically.

Pg. 14 Section 16: Disclosure of Conflicts. A Director or Officer shall disclose any actual or potential conflict of interest relating to a matter before the Board or a committee, including any material financial, business, family, partnership, ownership, or contractual relationship that could reasonably be perceived as affecting the individual's independent judgment.

The remaining Directors shall determine whether the interested Director or Officer may participate in the discussion or vote on the matter. Any disclosure and resulting recusal shall be documented in the meeting minutes.

Pg. 14 Section 16, becomes section 17

Pg. 15 All officers shall be elected for a term of (1) year or until their successors are elected and qualified. Term limits were discussed but were not proposed for change.

Pg. 15 Each outgoing Officer shall reasonably cooperate in the orderly transition of responsibilities to his or her successor. The Corporation shall maintain appropriate institutional records to facilitate continuity and leadership transitions.

Pg. 17 The President shall recommend to the Board the Chair of each committee. The Chair of each committee shall be selected annually by majority vote of the Directors then in office and shall serve until a successor is selected, subject to the Board's authority to remove or replace the Chair at any time.

Pg. 21 Section 1: Board and Executive Director Responsibilities. The Board shall hire an Executive Director and may authorize such staff as necessary to carry out the Corporation's activities. The Board is responsible for governance, strategic direction, fiduciary oversight, and oversight of the Executive Director. Subject to the Board's ultimate direction and any limitations established by law, the Articles of Incorporation, these bylaws, the TVWAHD Management District Plan, and Board-adopted policies, the Executive Director is responsible for the day-to-day management and administration of the Corporation, implementation of Board-approved policies and direction, supervision of staff, and management of the Corporation's programs and operations. Individual Directors and committees shall not direct staff or independently exercise operational or management

authority unless the majority of the Board specifically authorizes it. Executive Director shall not be considered a Director as set out in Article VI.

Pg. 21 April 1, and end on March 30 of each year.

Decision stands to have K. Chaich make the changes and email them to the Board. Motion made by P. Baily, seconded by J. Wiens, to approve proposed changes and vote electronically. All voted in favor.

**Assessment Delinquency Policy review**: The Board declined to make any changes to the policy as voted upon in a previous meeting, except to place a lien on the winery property at 120+ days delinquent.

**NEW BUSINESS**- M. Rennie

Dan Stevenson has the land at the corner of Rancho California Rd. and Butterfield Stage Rd. in escrow and is looking to push the visitor center forward. M. Rennie and D. Stevenson have a meeting with the County in two weeks to discuss funding this.

M. Rennie adjourned the meeting at 5:10p.

**BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.**

Meeting facilities are accessible to people with disabilities. If you require special assistance to participate in the meeting, notify Kate Anderson at kate@temeculawines.org or by calling 800-801-9463 at least 48 hours prior to the meeting.

**NOTICE TO PUBLIC:** You are welcome and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited, and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may act on other than what is recommended.

**Next Board Meeting**

**November 18, 2026**
**3:00p**
**Wilson Creek Winery**