

## Viticulture and Enology Advisory Board

September 24, 2020

### Notes

5:00 pm Introductions

5:10 pm New Scalable Certificates

5:20 pm New Varietals in Campus Vineyard

5:30 pm Wine production at Campus Winery

5:40 pm Recommendations for Sales and Marketing

5:50 pm General Recommendations for the program in general

Topic: V&E Advisory Board

Time: Sep 24, 2020 05:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/88041124334?pwd=TXJZVINVaEpZUTYzc05NaHJMUUZMZz09>

Meeting ID: 880 4112 4334

Passcode: 598039

Any problem in connections call/text (805) 903 2726

Present:

Doug Braun, Presidio Winery; Norm Yost, Flying Goat Cellars; Mark Battany, UCCE; Chris Brown, Thornhill Companies; Chris Hammell, Bien Nacido Vineyards; Sean Abel, Allan Hancock College; Alfredo Koch, Allan Hancock College.

The new scalable certificates were emailed for suggestions and comments. All members in attendance approved the three levels of Viticulture Certificates pending any suggestions.

Discussion about the Introduction with the current status of classes, programs and activities. 10 minutes

Times for classes consider evenings.

Maybe offer Wednesday all level 3 classes so advanced students can take all in one day.

1. Discussion about curriculum and learning outcomes 20 minutes

We will ask about skills that are required and the way to insure that these skills are developed by students. Especially in practical issues in viticulture, winemaking and winery administration.

2. Suggestions to the new curriculum and about possibly facilitating courses like: scalable certificates, sustainable agriculture/viticulture certificate.
3. Online wine sales and wine clubs
4. Suggestions about how to better advertise our program.
5. Annual AHC Wine Festival
6. Formation of committees:
  - Wine Business Practices
  - Outreach and Communication
  - Web design pictures and ideas
7. General suggestions

It was discussed that the variability in vines at the vineyard should be preserved and enhanced. Norm Yost suggested the use of old Californian clones of Pinot noir. Mark Battany said that it is essential for the students to learn about different varieties and that our demo vineyard contributes to the local industry. Doug Braun mentioned that it is essential to have varied wines to teach about them and their processes at the winery. A Koch mentioned that there should be at least a dozen different wines to make the tasting room attractive and if we only offer 4-6 it would be boring for our tasting room club members, but definitely the educational part is most important.

It was also established to meet February and September every year. At least one of them. Last Thursday February  
Last Thursday October

New vines  
Consider planting different clones  
Pinot noir Martini, Swan Calera  
Andy Walker budwood resistant varieties

Student for advertising