

Board of Directors Report, February 10/2021
By Sabrina Houser Amaya
Director of Communications and Membership

2021 Event Plans/Proposals

- 2021 Annual Conference and Trade Show is now [2021 Texas Wine and Grape Virtual Forum](#)
- Lone Star International Wine Competition. Booked at Grapevine Convention & Visitor's Bureau, October 4th – 7th.
- Newsom Grape Day – tentative Friday, 4/30/21. We support webpage and engage in email/SM promotion. All vendor fees go directly to Foundation.
- Grape Camp. Generally, first weekend in November. Pending

2020 Membership Dues Status as of 12/31/20

| Member Dues Status as of 12/31/20 | |
|--|--------------------|
| Row Labels | Sum of Dues |
| Consumer - Couple | \$3,650.00 |
| Active | \$2,150.00 |
| Graced | \$150.00 |
| Lapsed | \$1,350.00 |
| Consumer - Single | \$3,465.00 |
| Active | \$1,890.00 |
| Graced | \$35.00 |
| Lapsed | \$1,540.00 |
| Emerging Commercial Vineyard | \$2,100.00 |
| Active | \$1,800.00 |
| Lapsed | \$300.00 |
| Emerging Commercial Winery | \$1,950.00 |
| Active | \$1,500.00 |
| Graced | \$150.00 |
| Lapsed | \$300.00 |
| Government Employee | \$300.00 |
| Active | \$300.00 |
| Large Commercial Vineyard | \$6,600.00 |
| Active | \$4,400.00 |
| Graced | \$1,100.00 |
| Lapsed | \$1,100.00 |
| Large Commercial Winery | \$7,150.00 |
| Active | \$6,050.00 |
| Lapsed | \$1,100.00 |

| Member Dues Status as of 12/31/20 | |
|--|---------------------|
| Row Labels | Sum of Dues |
| Media | \$600.00 |
| Active | \$450.00 |
| Lapsed | \$150.00 |
| Medium Commercial Vineyard | \$8,400.00 |
| Active | \$5,200.00 |
| Graced | \$1,200.00 |
| Lapsed | \$2,000.00 |
| Medium Commercial Winery | \$13,600.00 |
| Active | \$11,200.00 |
| Graced | \$400.00 |
| Lapsed | \$2,000.00 |
| Out of State Vineyard | \$150.00 |
| Lapsed | \$150.00 |
| Out of State Winery | \$300.00 |
| Active | \$300.00 |
| Small Commercial Vineyard | \$35,400.00 |
| Active | \$22,200.00 |
| Graced | \$2,700.00 |
| Lapsed | \$10,500.00 |
| Small Commercial Winery | \$32,400.00 |
| Active | \$25,200.00 |
| Graced | \$1,200.00 |
| Lapsed | \$6,000.00 |
| Student | \$175.00 |
| Active | \$100.00 |
| Lapsed | \$75.00 |
| University Employee | \$2,250.00 |
| Active | \$2,250.00 |
| Vendor | \$40,650.00 |
| Active | \$25,200.00 |
| Graced | \$1,950.00 |
| Lapsed | \$13,500.00 |
| Grand Total | \$159,140.00 |

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Membership Dues Report as of 12.31.20

| Row Labels | Sum of Dues | Percent of Member Type |
|--|---------------------|-------------------------------|
| <input checked="" type="checkbox"/> Active | \$110,190.00 | |
| Consumer - Couple | \$2,150.00 | |
| Consumer - Single | \$1,890.00 | |
| Emerging Commercial Vineyard | \$1,800.00 | 1.63% |
| Emerging Commercial Winery | \$1,500.00 | 1.36% |
| Government Employee | \$300.00 | |
| Large Commercial Vineyard | \$4,400.00 | 3.99% |
| Large Commercial Winery | \$6,050.00 | 5.49% |
| Media | \$450.00 | |
| Medium Commercial Vineyard | \$5,200.00 | 4.72% |
| Medium Commercial Winery | \$11,200.00 | 10.16% |
| Out of State Winery | \$300.00 | |
| Small Commercial Vineyard | \$22,200.00 | 20.15% |
| Small Commercial Winery | \$25,200.00 | 22.87% |
| Student | \$100.00 | |
| University Employee | \$2,250.00 | |
| Vendor | \$25,200.00 | 22.87% |
| <input checked="" type="checkbox"/> Graced (0 - 30 days past due) | \$8,885.00 | |
| Consumer - Couple | \$150.00 | |
| Consumer - Single | \$35.00 | |
| Emerging Commercial Winery | \$150.00 | |
| Large Commercial Vineyard | \$1,100.00 | |
| Medium Commercial Vineyard | \$1,200.00 | |
| Medium Commercial Winery | \$400.00 | |
| Small Commercial Vineyard | \$2,700.00 | 30.39% |
| Small Commercial Winery | \$1,200.00 | 13.51% |
| Vendor | \$1,950.00 | 21.95% |
| <input checked="" type="checkbox"/> Lapsed (31 + days past due) | \$40,065.00 | 25.18% |
| Consumer - Couple | \$1,350.00 | 0.85% |
| Consumer - Single | \$1,540.00 | 0.97% |
| Emerging Commercial Vineyard | \$300.00 | 0.19% |
| Emerging Commercial Winery | \$300.00 | 0.19% |
| Large Commercial Vineyard | \$1,100.00 | 0.69% |
| Large Commercial Winery | \$1,100.00 | 0.69% |
| Media | \$150.00 | 0.09% |
| Medium Commercial Vineyard | \$2,000.00 | 1.26% |
| Medium Commercial Winery | \$2,000.00 | 1.26% |
| Out of State Vineyard | \$150.00 | 0.09% |
| Small Commercial Vineyard | \$10,500.00 | 6.60% |
| Small Commercial Winery | \$6,000.00 | 3.77% |
| Student | \$75.00 | 0.05% |
| Vendor | \$13,500.00 | 8.48% |
| Grand Total | \$159,140.00 | |
| Lapsed Total | \$80,130.00 | 50.35% |

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Observations

- Heavy COVID impact on renewals, especially small and medium winery/vineyard types
- Until we determined to engage in Virtual Forum which launched 1/5/21, vendor lapsed payments were prominent. Those lapses are improving some due to Virtual Forum Sponsorship and Booths
- Membership “What have you done for me”?
- Lack of active and continuous promotion of TWGGA’s benefits to the Texas Wine Industry
- Texas Wine Industry schisms and multiple other developing/developed organizations demanding monies from same pool.
- TWGGA needs short- and long-term membership development and retention strategies and goals.