
Application for Appointment to Board, Commission, Committee, Task Force or Position

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

Form 700 Conflict of Interest Code

[California Fair Political Practices Website](https://www.countyofnapa.org/1334/About-the-Board)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

Which Boards would you like to apply for?

Napa County Library Commission: Submitted

Category of Membership for Which You Are Applying

Commissioner

Profile

Matthew

First Name


S

Middle
Initial

Reid

Last Name


Email Address


Home Address

Suite or Apt

Calistoga

City

CA

State

94515

Postal Code

Which supervisorial district do you reside in? *

☒ District 3

To find your supervisorial district go to <https://www.countyofnapa.org/1334/About-the-Board>, click on "Look Up My District" and enter your address.


Primary Phone

Benessere Vineyards
Employer

General Manager &
Winemaker
Job Title

Winemaker
Occupation

Education/Experience

M.S. Viticulture & Enology, UC-Davis, 2003 B.A. Environmental Studies & Economics, Oberlin College, 1991 Trustee, Calistoga Joint Unified School District, 2016-2020, 2022-present

Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)

Resume

[Matthew Reid CV 2024.doc](#)

Upload a Resume

Letter of Recommendation or Supplemental Attachments

Professional or occupational license, date of issue, and expiration including status

References: Provide names and phone numbers of 3 individuals who are familiar with your background.

Stephanie Rothberg-Allen, [REDACTED] Dr. Audra Pittman, [REDACTED] Indira Lopez-Jones, [REDACTED]

Community Participation

Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

I love our Calistoga Library and the Napa County Library system. I love libraries in general. I think it's amazing that we have them and I want to make sure that we keep them. In addition to my role on the Calistoga school board, I volunteer on other nonprofit boards as well. I am also a graduate of the Leadership Napa Valley program (Class 34).

Nature of activity and community location

Other County Board/Commission/Committee on Which You Serve/Have Served

Associate Director, Napa County Resource Conservation District (ended January, 2025)
Board Member, Hearts & Hands Preschool (Calistoga, ended December 2024) Napa Valley Vintners, Member Relations Committee Treasurer, Calistoga Education Foundation (ended January 2025)

Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)

None

Electronic Signature Agreement

I meet the criteria required to serve in this position.

☒ Yes ☐ No

I declare under penalty of perjury that the foregoing is true and correct.

☒ Yes ☐ No

Please Agree with the Following Statement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I Agree

Electronic Signature (First M. Last)

Matthew S. Reid

Date

February 12, 2025

MATTHEW S. REID

[REDACTED], Calistoga, California

EDUCATION

Master of Science in Viticulture & Enology, University of California, Davis, June, 2003.

Bachelor of Arts in Economics & Environmental Studies, Oberlin College, Oberlin, OH, May 1991

EXPERIENCE

[Benessere Vineyards](#), St Helena, CA **General Manager**, 2023-Present, **Winemaker**, 2013-Present
Responsible for finance, operations, sales management, and production, as well as for the day-to-day activities of the winery and staff supervision with a collaborative leadership style. Act as primary brand ambassador at the winery as well as at wine club, trade, marketing and sales events. Duties include strategic planning, capital projects management, compliance, financial reporting, sourcing, maintenance, marketing and human resources.

Direct winemaking for 3,500 case brand and custom crush operations comprising a further 4,500 cases. Produce traditional Napa Valley varieties as well as Italian varieties such as Sangiovese, Aglianico and Sagrantino. Hire, train, manage and supervise cellar and harvest employees. Active involvement in management of 30-acre estate vineyard. Source grapes from Napa, Sonoma, and Clarksburg vineyards. Involved in strategic planning, vineyard redevelopment, and budget development. Represent brand at Napa Vintners events, at the winery, and in the market. Media training has led to appearances on KTVU-2 and Napa Valley Grapegrowers' Harvest Press Conference. Develop new, non-traditional blends incorporating estate and bulk wines in response to vintage lost to wildfire. These blends proved so popular that production continues from estate and purchased grapes.

Additional Winemaking Projects

[PWR Wines](#), Calistoga, CA, 2009-Present. Personal brand producing 350 cases from vineyards throughout Northern California. Current production includes Viognier, Grenache, Tempranillo, and Petite Sirah.

Lemke-von-Ammons Wines, Oakville, CA, 2009-Present. Produce Cabernet Sauvignon from small estate vineyard in the hills above To-Kalon. Produce white wines, including Chardonnay and Viognier, to client's specifications.

Nabu Cellars, Malibu, CA. 2013-Present. Produce Northern California portfolio of wines including Sauvignon Blanc, Chardonnay, Chenin Blanc, Pinot Noir, Merlot, Cabernet Sauvignon, and Zinfandel.

Consulting Winemaker, [Burgess Cellars](#), St Helena, CA 2012-2016

Mentor winemaker Kelly Woods to help established mountain winery transition to a more modern winemaking style, with particular emphasis on producing wines with a silky, well-integrated tannin profile.

Winemaker, [Quixote Winery](#), Yountville, CA January 2010-December 2011

Produce Cabernet Sauvignon and Petite Syrah from estate vineyard in Stags Leap District. Oversee vineyard management. Plan vineyard re-design for 2012, including selection of most appropriate rootstocks and clones, row direction and trellis type. Develop winery's reserve program for Petite Syrah to produce an outstanding reserve wine without diminishing the quality of the traditional bottling. Perform all lab and cellar operations.

Custom Crush Winemaker, [Failla](#), St Helena, CA

August 2008-January 2010

MATTHEW S. REID

[REDACTED], Calistoga, California

Direct the ~120 ton custom crush operations at the newly opened Failla Winery, while also helping with the ~60 tons of Failla production. Produce client wines from throughout Napa Valley with an emphasis on Bordeaux varieties, Syrah and Zinfandel. Failla Pinot noir and Syrah production includes fruit from Russian River, Sonoma Coast and Anderson Valley vineyards. Equip winery for its first harvest in the new facility. Coordinate scheduling and winemaking protocols with client winemakers. Perform winemaking work to client specifications.

Winemaker, [Seavey Vineyard](#), St. Helena, CA

July 2006-July 2008

Assistant Winemaker

July 2004-July 2006

Responsible for harvest timing, pressing, blending decisions and all cellar operations. Advise on vineyard management including pruning, crop-load, leafing, harvest timing and post-harvest irrigation, as well as new vineyard block development and establishment. Hire outside vineyard crews to work with the Seavey team to improve vineyard health and rehabilitate underperforming blocks. Improve winery efficiency and sanitation. Chemical analysis including wet chemistry and enzymatics. Hire, train and supervise harvest interns. Plan, budget and implement winery capital improvements.

PROFESSIONAL ASSOCIATIONS

Napa Valley Grapegrowers, 2013-present. Media Training, Harvest Press Conference. 2016 vintage report on KTVU-2.

Napa Valley Vintners, 2004-present. Member of Community and Industry Interests Committee 2005-2008. Member Relations Committee 2022-present.

Associate Director, Napa County Resource Conservation District, 2021-present.

Wine Service Co-Op, Board member, 2019-present..President, 2022. Operations Chair, 2023.

California Enological Research Association, 2004-11. President 2009-2010. Vice-President, 2008-2009. Co-chair of Winemaking Techniques Committee, 2008.

Napa Valley Vineyard Technical Group, 2007-2014.

GOVERNMENTAL AND NONPROFIT ASSOCIATIONS

Board Trustee, Calistoga Joint Unified School District, 2016-2020, 2022-present

Board Member, Hearts & Hands Preschool, 2021-present

Leadership Napa Valley, Class 34. 2021-2022

Calistoga Education Foundation, 2022-Present. Treasurer.

REFERENCES available on request.

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