



Winegrowers of Dry Creek Valley®
Minutes of the Board of Directors Meeting
October 14, 2020
Via Zoom – Meeting ID: 332 472 8220

The meeting was called to order at 9:04 a.m. by President Jeremy Kreck. In attendance were Directors Sara Rathbun, Mark Vernon, Andrew Nalle, Steve Rued and Barry Collier. Mick Unti joined us at 9:08 and departed at 10:24 a.m. Ned Neumiller was excused. Matt Vogensen was absent. Natasha Van Leuven was in attendance.

September Board Retreat Minutes were approved via email with 7 ayes and 2 no response

Treasurers Report:

Bank Balance as of October 9:	Checking:	201,675.23
	<u>Savings:</u>	<u>60,674.88</u>
	Total:	\$ 262,350.11

Mark reported that he had been reading through our various financial reports and shared concerns about whether the cruise would actually sail and how that might impact our budget, he further shared his concerns about membership dues and whether that alone would be able to keep WDCV's proverbial head above water. He noted that for next year dues at the current level plus cruise income would just about cover our now reduced operating expenses. He further shared the good news about the award of the CDFA (California Department of Food & Agriculture) grant and that WDCV was finally able to qualify for an SBA Loan under the CARES act.

New Business:

CDFA Grant: As mentioned in Mark's Treasurers report, WDCV was awarded a \$427,059.00 grant to "increase the Direct to Consumer Demand for DCV Zinfandel". The project duration is November 2020 – April 2023. The grant has strict timelines and benchmarks that must be met including budget. There will be quarterly audits performed by the state to make sure that we are meeting these guidelines. It was proposed that a committee be created to manage and execute these obligations. A motion was made and seconded to form a committee to execute the grant. The motion was passed unanimously. SRued/SR/All. Jeremy volunteered to temporarily chair the committee until the group has been formed. Barry asked that an acknowledgement be made to Ann Petersen and Debbie for their extraordinary efforts in bringing this effort to fruition. Barry reminded the board that previous grant applications submitted by the WDCV were unsuccessful, even with assistance from outside paid consultants. In this case, Ann personally drafted the grant application and engineered the process to its successful outcome.

SBA Loan: WDCV was able to apply and qualify for an SBA loan in the amount \$150,000.00 as part of the Covid19 CARES Act. It is a 30-year loan at 2.75%, has a 1-year forgiveness prior to first payment and has no prepayment penalty. A motion was made and seconded to approve and fund the loan with the caveat that it has its own bank account and requires Board approval and two signatures for any transactions. BC/MV/All

Salesforce: The WDCV staff has implemented the migration of the 16,000+ names from our consumer database currently stored in Microsoft Access, a platform that is no longer supported, to Salesforce. In addition to being a supported platform it gives WDCV greater flexibility to slice and dice data to help the organization and our wineries to market to this valuable resource. It will also allow WDCV to transfer its membership data to this platform allowing greater flexibility of our stored data. The first year was free to WDCV as the data was migrated; however, Salesforce has an annual subscription fee of \$1,800.00 that is now due. A motion was made and seconded to approve this expenditure. The motion was passed unanimously. MV/SR/All.

Membership: Fall is the time of year that Debbie starts soliciting case production numbers from our member wineries and updating any changed information from acreage to winery contacts. The current membership dues have a Passport component written into them. Passport winery vs. non-Passport winery. With Covid19 and Passport changing its structure the question is how we handle this variation moving forward. Debbie was asked to provide a dues breakdown to the Board.

Old Business:

Passport: The Board and Marketing Committee submitted ideas for a virtual and/or reserved Passport. After reviewing the ideas, the Board agrees that offering a variety of choices to ticket holders would add value, and if available offer some of the choices, for a fee, to the public. Natasha and Sara will take the lead on this effort. The Board asked that virtual tastings be prioritized. There was discussion about possibly being able to tie in food & wine pairings with the grant or an option for customers to use their ticket value for purchasing wine. In further discussions about future options Mark reported that the Santa Cruz Mountain Association is selling limited production member wines online in various “packs” A special permit is available to allow this to happen.

Office Space: Debbie reported that Herb Dwight, owner of the building WDCV resides in and a WDCV member, has graciously agreed to lower our monthly rent while we navigate the Covid19 financial setback.

Cruise Update: Barry updated the Board on current social distance guidelines for the River Cruise WDCV has scheduled in late July 2021. Those guidelines make only 50 cabins available, of which 40% have already been booked. This of course is all contingent on Americans being able to travel to Europe.

President's Report – Jeremy requested a Board Resolution in recognition of Outstanding Leadership to Mark Farmer and COPE for his tireless work around the Walbridge Fire and Ryan Schmaltz of Bella Vineyards for leading an effort to compile, map, and distribute smoke taint numbers to local winemakers.

Next Meeting: November 11, 2020

Adjournment: 11:04 a.m.