



Winegrowers of Dry Creek Valley®  
Minutes of the Board of Directors Meeting  
November 11, 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, Matt Vogensen and Ned Neumiller. Mick Unti joined us at 9:15 a.m. Barry Collier was excused and Steve Rued was absent. Natasha Van Leuven was in attendance.

October Board Retreat Minutes were approved via email with 6 ayes and 3 no response

Treasurers Report:

Bank Balance as of November 10:	Checking:	344,683.34
	Savings:	<u>60,679.52</u>
	Total:	\$ 405,362.86

Mark opened the discussion with Winery Member Dues. He discussed the Passport provision that doesn't apply to dues for 2021 due to Covid19. He studied the dues analysis and determined that if we removed the Passport caveat and left the dues structure in place with base dues of \$750.00 and a .10 per case that there would be very little change from 2020 in the winery dues. There will a small elevation in dues for some of the smaller wineries, so it was suggested that the larger wineries add a \$200.00 annual fee to their dues. A motion was made to adopt our current dues eliminating the Passport caveat and raising the maximum dues to \$3,200.00. The motion was seconded and passed unanimously. **MVernon/MV/All**.

New Business:

Budget: A DRAFT budget was presented using the dues model from above. Though the budget is very bare bones Mark did touch on the key points of staffing and the matching funds needed for the grant. There will be a separate grant budget. It was noted that there will be Passport income carryover funds from 2020. Those funds will be used in implementing any 2021 Passport programs.

CA Visitor's Guide: Debbie presented an opportunity for WDCV to co-op with Sonoma County and Visit California on a small ad in the California Visitor's Guide at a cost of \$1,600.00. A motion was made and seconded to approve this expenditure. **SR/MVernon/All**

Duff Olson: Debbie reported that member David "Duff" Olson passed away October 26. Duff was one of WDCV's founding members. In lieu of flowers the Board agreed to donate \$250.00 to the Alzheimer's Association on behalf of WDCV membership.

Government Relations: Sara reported that she sat in on District 4 Covid19 update meeting that discussed moving Sonoma County from the purple (most restrictive) tier to the red tier. Sonoma County Supervisor James Gore is encouraging all businesses to have their employees tested on a routine basis to help prevent the spread of Covid-19 and to increase our numbers of individuals being tested.

Testing by appointment for individuals with no symptoms is available at the following locations:

Healdsburg: The Healdsburg Day Labor Center, 405 Grove Street

Every Wednesday 9-11 AM For Appointment: Call (707) 565-4667

Santa Rosa: Jockey Club at Sonoma County Fairgrounds

Windsor: Bluebird Community Center, 25 Bluebird Drive

Santa Rosa and Windsor locations are open Monday-Friday 7:00 AM – 5:00 PM

For Appointment: Call (888) 634-1123 or Register Online: <https://lhi.care/covidtesting>

There are additional pop-up testing sites – Call 707 565-4667 to make an appointment. The pop-up sites are free, convenient, and confidential.

Lorene Romero of the Windsor Chamber of Commerce & Visitors Center is looking for a representative from the wine industry for the Town of Windsor Climate Adaptation Project. Sara will reach out to other trade organizations near Windsor to help them find a representative.

#### Old Business:

Passport: Natasha reported on Passport and her findings regarding virtual tastings. Debbie & Natasha had a conference call with Keiki, the Executive Director at the equivalent Santa Cruz Winegrowers Association about the possibility of “wine club” like program to be originally tried on Passport ticket holders. We had hoped it may be a program we could expound upon but quickly found out that our nonprofit status (501c6) would not allow us the type of permit we would need for this type of program. Other options were also explored, with the most popular being “A month of Mini Passport” as outlined in DRAFT form below.

#### **A Month of Mini Passport**

- Held in August (or any month), month long weekend held tastings (Fri-Sun)
- Participating wineries will host by reservation food & wine pairings on the weekends available to Passport ticket holders
  - Encourage local restaurant partners, perhaps extra stipend for local restaurants
- Passport ticket holders get access to as many of these 1.5 hour tastings they are able to reserve within the hours available, however many weekends they want to attend (*can of course limit, but I like the idea of keeping it similar to original Passport, however many or few between 11-4:30*)
- Could offer a “surprise” option to encourage discovery. Either randomized or through ‘concierge’ style service.
- Divides ticket holders over 4 weekends, and potentially 30 different wineries
  - Opens up smaller locations previously unable to participate in Passport
- Reimbursement for wineries? Based on how many reservations booked? Similar to Prelude reimbursement but at a lesser percentage.
- Can also offer vineyard tours (*either guided or self-guided*) each of these weekends by reservation as a complimentary option to ticket holders. Wine or no wine as an option.
- Potential ad costs, printed materials and signage
- 30 wineries participating, each offering 10 tastings every 1.5 hour per day
  - 11-12:30
  - 1-2:30
  - 3-4:30
  - Offers 90 total tastings over three days
  - If participants attended each tasting, each three days, over 1 weekend, they would visit 9 wineries
- How many ticket holders would we allow to opt for this month-long option?

Sara will be calling a Marketing Committee Meeting to discuss options and how to foster the welcome back to Dry Creek Valley Message and do so by staying away from Passport and Event based marketing.

Website: Mark spoke with Brant Clausen, WDCV Web Master, to better understand what the issues surrounding the platform where the current WDCV website resides. There are a variety of options available, see below

- New, Basic Site, No frills \$ 12,500.00
- Foundation of a New Site that is Designed to grow \$ 22,000.00
- Redesign of Current Site (new Look, Content & refresh) \$ 38,500.00
- Dream Site \$ 52,500.00
- Current Site Migration to new host \$ 3,200.00

A motion was made choose the lessor option of moving the current website to a new host platform. The motion was seconded and passed unanimously. **MVernon/SR/All**

Member Events & Seminars: Jeremy discussed the original plans for this category for 2020 and how it was delayed/cancelled by Covid. He further shared new ideas, i.e. webinars with American Ag Credit in response to crop insurance. The overall feeling was this would be a positive step. There was also discussion on topics for a quarterly membership emails from the President. Those topics could include Fire Prevention, Smoke Taint, Options for Grape Contracts, and the legalities around those contracts. Jeremy reminded the Board that the Annual Meeting will be December 16 at 5:00 p.m. There was discussion including something fun like holiday Bingo. Sara to research.

President's Report – Jeremy requested a Board Resolution in recognition of Exceptional Leadership to Mark Farmer and COPE for his tireless work around the Walbridge Fire and to Ann Petersen for profound appreciation in her efforts to secure the CDFA Grant recently rewarded to WDCV.

Next Meeting: December 9, 2020

Adjournment: 10:17 a.m.