



Winegrowers of Dry Creek Valley®  
Minutes of the Board of Directors Meeting  
December 9, 2020  
Via Zoom – Meeting ID: 332 472 8220

The meeting was called to order at 9:06 a.m. by President Jeremy Kreck. In attendance were Directors Sara Rathbun, Andrew Nalle, Matt Vogensen, Barry Collier and Ned Neumiller. Mark Vernon joined at 9:19 a.m. Mick Unti was excused. Steve Rued was absent.

November Board Retreat Minutes were approved via email with 5 ayes, 1 abstain and 3 no response

Treasurers Report:

Bank Balance as of November 30:	Checking:	344,683.34
	Savings:	60,679.52
	SBA Loan:	<u>149,906.16</u>
	Total:	\$ 396,079.20

Debbie noted the SBA Loan and suggested we move that account to a Balance Money Market account at Redwood Credit Union allowing our dollars to stay liquid but earn .6% vs. the .1% that Exchange Bank offers.

New Business:

2021 Budget: A DRAFT budget was presented by Debbie. The Board discussed the membership income. It was noted that there are already winery members who are choosing not to renew their membership due to the fact that there will not be a formal Passport event. It was also noted that there are still some expense line items that need to be finalized and that the budget needs to reflect some monies for Passport refunds. Mark reported that he is working with Debbie on a separate grant budget and that this budget will need to be completed before we can finalize staffing line items in the 2021 WDCV budget.

Old Business:

Marketing Update:

Passport:

Sara reported that the marketing committee felt that it is too late to send out a survey about potential Passport 2021 options. Recommendation is to communicate that we will not be holding Passport as usual in 2021, but that we will have announcements about virtual and in-person options in the coming months.

Grant:

Sara reported that winery participation in the grant is a concern, but the marketing committee felt that it could be achieved by creating a luxury-focused event that featured winery-exclusive wines, to tie back to the increased visitation goal in the grant. The chef and influencers should be of a high quality, as should the location. Recommendation to partner with a location that can market the event to their own list and have additional opportunities (i.e., a hotel can have someone pouring in a bar or restaurant during the week as well). They also recommend having multiple events during the weekend with different tiers with different pay scales for participation.

Member Events – Reminder to attend the annual meeting Wednesday, December 16<sup>th</sup>.

President's Report – Nothing to report

Next Meeting: January 13, 2021

Adjournment: 9:54 a.m.

Executive Session