



Winegrowers of Dry Creek Valley®  
Minutes of the Board of Directors Meeting  
March 10, 2021

Via Zoom – Meeting ID: 814 6500 0833 / Passcode 124218

The meeting was called to order at 9:02 a.m. by Vice President Sara Rathbun. In attendance were Directors Barry Collier, Mark Vernon, Mick Unti, Steve Rued, Matt Vogensen and Ned Neumiller. Andrew Nalle was excused. Stephanie Turk was in attendance. Jeremy Kreck joined the meeting at 9:26 a.m.

February Board Retreat Minutes were approved via email with 5 ayes and 4 no response.

Mark opened with the Treasurer's Report. He discussed membership dues collection and some of the shortages we are seeing. Our first invoice will be going out to the state for Grant reimbursement this month.

Treasurers Report:

Bank Balance as of December 31:	Checking:	243,471.73
	Savings:	60,695.45
	Total:	\$ 304,167.18

Old Business:

Sara reported on the bylaws update. There are 3 members who strongly oppose an outside seat for the Board and 2 members who strongly agree to an outside seat. No action taken at this time.

New Business:

Elections: Barry, Ned, Steve & Mick are all up for re-election this year. Debbie asked that the directors to confirm to Jeremy, by the April Board meeting, whether they will be running or not.

Grant Update:

Stephanie reiterated that the 3 grant events will take place in 2022. 2021 will be about branding, identifying the chefs and influencers and our first big deliverable, the survey. Stephanie will be reaching out to the Board with a draft of the survey questions. These questions and the analysis of the data is being generously provided by WDCV Grower member Chisoo Lyons and her colleague Nitin, who our expert data scientists. The answers will be collected anonymously and provide the benchmark data needed to meet the grant's criteria. The Board further discussed the lack of membership engagement and ideas of how to better engage.

Passport Update:

Stephanie reported that the email went out to our ticket holders, March 2<sup>nd</sup>, detailing the tasting options that can be used for ticket redemption. WDCV has received a good response, with a large percentage of the ticket holders choosing to carryover their tickets to 2022.

Cruise Update:

Jeremy reported that he and Barry have been working with Brian at Expedia on future cruise itineraries and how to ensure that all wineries work as hard to attract & book passengers. There have been further discussions on how to make it more fair for the wineries that over perform vs those that do not perform well. This continues to be an ongoing discussion.

Presidents Report:

Supervisor Lynda Hopkins was the guest at the Sonoma County Vintners Government Relations meeting. She listened to the committee's concerns regarding the winery events and activities definitions. She agreed that the process was not put together well by Permit Sonoma. She expressed her support for wineries to be able to be flexible and innovative and that less regulation is better. She also asserted that less regulation and rules are more conducive to small, family-owned businesses which she would like to see succeed in the County.

Next Meeting: April 14, 2021

Adjourn: 9:41 a.m.