



Winegrowers of Dry Creek Valley®
Minutes of the Board of Directors Meeting
April 14, 2021
Via Zoom – Meeting ID: 332 472 8220 / Passcode 49284

The meeting was called to order at 9:04 a.m. by President Jeremy Kreck. In attendance were Directors Barry Collier, Mark Vernon, Mick Unti, Matt Vogensen, Sara Rathbun and Andrew Nalle. Ned Neumiller was excused. Steve Rued was absent. Stephanie Turk was in attendance.

March Board Meeting Minutes were approved via email with 5 ayes and 4 no response.

Mark opened with the Treasurer's Report. Mark was pleased to announce that our membership income is slightly more than he expected and that our expenses are on track.

Treasurers Report:

Bank Balance as of March 31:	Checking:	232,108.23
	Savings:	60,699.06
	Total:	\$ 292,807.29

Old Business:

Elections: All four positions up for re-election will be vacated this year. Of the four seats available one must be filled by a Grower member. It was noted that we will announce the open seats in the member newsletter in hopes of having members step forward to announce their candidacy in addition to Board recruitment efforts. Sara proposed that all Board members going forward must participate and/or lead a committee.

Grant Update:

Stephanie reported that the RFP is complete and has been sent out to select agencies as well as made public. Stephanie is currently working on the 1st Grant progress report due by the end of April. She further reported that the Benchmark survey has been circulated and that responses are coming in. She noted that Nitin will monitor the progress of the survey while she is out on Maternity Leave.

Passport Update:

Stephanie shared highlights of the Passport brainstorming meeting held via Zoom on April 7. There were 30 people in attendance including the Board, WDCV staff & Vicky Farrow who volunteered her time (Thank you Vicky!) to facilitate and guide the breakout sessions. It turned that all groups favored individually reserved tasting events at participating wineries and that half

also favored a VIP or grand tasting. These findings were then taken to the Passport/Marketing Committee on April 9, who concluded that a 3-day event should take place at the usual time of the last full weekend in April. The next steps will be figuring out if this is financially feasible. We will need additional input from the membership on their capacity to see how many tickets we can sell. A short recap of the meeting and short survey to Membership will go out soon with the following three questions:

1. What is your maximum capacity per day for a by-reservation tasting?
2. Do you have a dedicated culinary team, or do you hire outside caterers when needed?
3. Are you interested in participating in the ticketed VIP Tasting Event in addition to the weekend by-reservation Passport tastings?

Cruise Update:

Jeremy reported that he and Barry have worked on a new format regarding cabin minimums and what would be offered to those wineries who overperform. A request for participation has gone out to Amista, Mounts, Bella & Dutcher Crossing.

Presidents Report:

Jeremy noted that the Presidents Council got an opportunity to meet with Chris Coursey, the new County Supervisor. Jeremy reminded the Board of the Valley clean up this Sunday and asked anyone interested in volunteering to contact Debbie.

Next Meeting: May 12, 2021

Adjourn: 9:46 a.m.