



Winegrowers of Dry Creek Valley®
Minutes of the Board of Directors Meeting
May 12, 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, Matt Vogensen, Sara Rathbun and Andrew Nalle. Ned Neumiller, Steve Rued and Mick Unti were absent.

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

Treasurers Report:

Bank Balance as of March 31:	Checking:	282,482.08
	Savings:	60,702.55
	Total:	\$ 343,184.63

Mark opened with the Treasurer's Report. Mark noted that our expenses are on track. Our income looks a little out of sorts because of some Passport Income and expenses that had to be reported from last year. In addition, there is an issue with Eventbrite and the way that Passport refunds are processed. Debbie is on track to get the issue resolved this week. Debbie also reported that WDCV received a 2nd round of PPP funding in the amount of \$51,416.15.

Old Business:

Elections: Sara reported that Andrea Wolcott, a Grower member has agreed to run for the Board. Debbie reported that Art Murray of Flambeaux Wines has expressed interest.

Grant Update:

Jeremy reported that the Grant Committee met yesterday to review the three proposals received from prospective Creative Agencies. The three received were from Awe Collective of Arizona, Robert Larsen and McCue Communications. Though all three proposals were well done and had great ideas, McCue was a clear front runner because of their thoroughness of their proposal and their knowledge of Dry Creek Valley and WDCV. A motion was made, seconded, and unanimously approved after much discussion of the merits of each to retain McCue Communications for the CDFA Grant Creative Agency. MV/SR/All

Passport Update:

Sara reported that she has been in talks with Tock and Cellarpass to see if they would be able to accommodate Passport sales in an all-reservation style ticket type. Tock is not equipped, but Cellarpass says that it is. Sara is also scheduled to meet with the Mill District as to whether we can hold our Friday event there.

Cruise Update:

Jeremy reported that after reaching out to numerous wineries it has been decided that the next best opportunity for a WDCV wine cruise is July of 2023. The sailing will be on the Rhone, in Provence with Ama Waterways and Expedia Northbay Cruise Ship Center. Jeremy will continue to firm up the details with Brian at Expedia.

Presidents Report: Nothing to Report

Next Meeting: June 9, 2021

Adjourn: 9:30 a.m.