



WINEGROWERS OF DRY CREEK VALLEY®

Wednesday, June 9th, 2021

Board Meeting 9:00 a.m.

Meeting via Zoom.com - ID: 332 472 8220 / Passcode: 49284

MINUTES

The meeting was called to order at 9:00 a.m. by President Jeremy Kreck. In attendance were Directors Barry Collier, Mark Vernon, Matt Vogensen, Sara Rathbun and Andrew Nalle. Ned Neumiller and Mick Unti were absent. Steve Rued was bottling.

May Board Meeting Minutes were approved via email with 6 ayes and 3 no response.

Treasurer's Report:

Bank Balance as of March 31:	Checking: \$299,624.31
	Savings: \$60,706.16
	Total: \$360,330.47

Mark opened with the Treasurer's Report. Mark noted P&L for May looks good and is under budget. He asked Debbie about the \$8500 still on the books. It is previous Passport winery reimbursements that have not been completed or fully understood. It needs to be taken care of in 1 yr Mark believes. We don't want the new bookkeeper or board to have this on their plate. Barry requested we file a motion now to say that today is the 1 year date from which to clear off the books. This motion was made, seconded and approved. BC/MV/All

New Business:

Office: Sara found a Grove Street office that holds about 2-3 people (plus storage) for all around \$1462 a month and is open to negotiation and with potential sponsorship from the barrel wood working owner. The current office space is roughly \$2450 a month rent. New full-time worker would work in this new space.

Staff Position: Jeremy and Sara had 2-3 interviews for new job opening, but did not find a candidate. The job was posted on Indeed, Winejobs, Craigslist and the Healdsburg Chamber. Sara proposed restructuring to a full-time management position and one half time worker. The new position would work independently and focus on membership relations, bringing in revenue, and customer service. There is a similar job role at ZAP that we can emulate for our ideal candidate skills for WDCV.

Old Business:

Elections: Four people running for four positions so that is simple. We have received about 20 ballots so far.

Grant Update:

Jeremy reported that he needs to talk more with McCue Communications about travel expense details and how they pertain to the contract-so the contract can be signed in good faith.

Passport Update:

Sara reported that the WDCV is still experiencing challenges with Eventbrite's sales and refund platform. And that we are refunding people currently who ask to be refunded at 75%. Sara is monitoring all the Passport emails. Sara is looking into Cellarpass as an alternative to Eventbrite. Plus she has heard from about 20 wineries who are looking forward to the all-reservation based new Passport.

The new Mill District has generously donated a Friday event space to WDCV for Passport. They are open to all our needs. Food trucks, parking, lots of space, beautiful location, etc. Sara has talked with wineries and they are excited about the individualization of Passport in the future. They love the 'metering out' of Passport. Plus the downtown Friday event is key because it is so close to most of the lodgings.

Cruise Update:

Jeremy reported that he has reached out to a few wineries but there are no further commitments at this time.

Presidents Report: The Planning Commission meeting went really well. It was agreed that Permit Sonoma staff should adopt the Dry Creek Valley CAC and Sonoma Valley CAC definitions of activities vs events and re-present it to the Planning Commission as soon as possible.

And finally we wish Barry Collier all the best after 12 strong years as part of the WDCV in various roles and levels of expertise. Thank you and great work Barry! Thank you as well to Mick Unti, Steve Rued, and Ned Neumiller, who were not able to make the meeting.

Next Meeting: July 14, 2021

Adjourn: 9:41 a.m.

<p>The Winegrowers of Dry Creek Valley is dedicated to advancing the recognition, preservation and enhancement of Dry Creek Valley as a premium winegrowing region through promotion, protection and educational activities.</p>
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