



Winegrowers of Dry Creek Valley®
Minutes of the Board of Directors Meeting
August 11, 2021
Via Zoom

The meeting was called to order at 9:02 a.m. by President Sara Rathbun. In attendance were Directors Mark Vernon, Matt Vogensen, Jeremy Kreck, Art Flambeaux, Andrew Nalle and Marketing Manager, Stephanie Turk. Erik Miller, George Christie, and Andrea Wolcott were absent.

July Board Meeting Minutes were approved via vote with 6 ayes.

Treasurer's Report:

Bank Balance as of July 30:	Checking: \$297,525.02
	<u>Savings: \$60,713.26</u>
	Total: \$352,569.28

Mark reported that expenses have been below budget as both rent and staff costs have been below what was anticipated in the beginning of the year. Our cash position remains strong however we have the significant liability of the yet-to-be used Passport tickets that were sold for the 2020 event.

Old Business:

Sara reported that our office move is complete. We have retained the storage unit and have finished moving into the new office suite.

Sara reported that we are continuing to interview candidates for the Membership and Development Manager. She anticipates that we will have a new hire shortly.

Grant Update:

Stephanie reported that she and McCue are close to finalizing the venues for the grant events. The project title, "Drinkwell: Zinfandel," was chosen and can be utilized for different varietals and events in the future. Logo proofs have been completed, but the final one has not been chosen. McCue is utilizing past WDCV assets to develop a promotional video for the project.

Passport Update:

A marketing committee meeting was held on 8/9/21 and the pros and cons of holding a “traditional” Passport vs a new format was discussed. At issue is whether the current ticket holders will be expecting an event matching what they bought their ticket for at the time. There are significant budget constraints as a new format will most likely reduce overall capacity. Also discussed was utilizing the donated Mill District space for seminars/micro events on the Friday before Passport weekend. Other ideas were to hold an online auction during that weekend and seeking out sponsors for the Friday activities.

Membership Update: Matt reported that the membership committee had met and they have a list of possible topics for grower workshops. On the top of the list for speakers are water rights and clean nursery stock. Given that we are heading into harvest, these will most likely start in 2022.

President’s Report: Sara asked Jeremy to report on the SC Vintner’s Government Relations meeting. Jeremy reported that the committee met with State Senator Mike McGuire and he reported on a wide range of topics that he was working on including high speed internet access for rural areas.

Next meeting – September 8th, 2021 at 9:00 a.m. via Zoom.

The meeting was adjourned at 10:08 a.m.

Respectfully submitted,

Andrew Nalle
Board Secretary

Sara Rathbun
President