



Winegrowers of Dry Creek Valley®
Minutes of the Board of Directors Meeting
September 8, 2021, 9:00am
Via Zoom

The meeting was called to order at 9:06 a.m. by President Sara Rathbun.

In attendance: Directors Mark Vernon, George Christie, Erik Miller, Art Murray, Matt Vogensen
Andrea Wolcott, Manager of Membership and Development, Tammy McCarley and Marketing
Manager, Stephanie Turk.

Absent: Jeremy Kreck, Andrew Nalle

Quorum Present: Yes.

August Board Meeting Minutes were approved via email with 7 ayes and 2 no response.

Old Business: Sara introduced Tammy McCarley as the new Manager, Membership &
Development. A motion was made to nominate Tammy as Board Secretary thereby relieving
Andrew Nalle of his Interim Secretary role, which was seconded and passed unanimously.
AM/GC/EM.

Treasurers Report:

Bank Balance as of August 31:	Checking:	\$279,166.47
	<u>Savings:</u>	<u>\$60,716.87</u>
	Total:	\$ 339,883.34

Mark reported that organization remains in a favorable position given conservative fiscal management. As Tammy begins, Stephanie will have the opportunity to dedicate more time to the grant activation making her billable to the grant. The ability to invoice and receive grant payments is going well.

Revenue from member dues is in line with forecast. Funds are still available and in reserves for any future Passport refund requests. Monies also remain from EventBrite refund. We project minimal additional revenue from the 2022 Passport event, although there is upside potential with any additional ticket sales and opportunities around sponsorship.

Refund timeline was discussed. Mark suggested that once Passport financial commitments begin, the association is in a better position to set a refund deadline that protects the organization.

Passport Update: Stephanie shared that approximately 500 tickets will be made available to sell for the 2022 event, and that it has been discussed that no pre-sale is needed in November given the small number of tickets available.

Stephanie shared a list of potential industry sponsors and asked for feedback from directors regarding sponsorship opportunities and contacts. A robust discussion of sponsorship ensued with ideas for B2B, DTC and Affiliate sponsorship opportunities discussed. Tammy suggested brainstorming and cataloging potential assets and opportunities prior to developing packages and researching what other similar organizations offer. George shared affiliate sponsor ideas with a suggestion from Sara that the organization should pursue overall year-long sponsor opportunities as well.

Stephanie is still working on ideas for the pre-event educational seminars on Friday, April 21st. The Mill District space is unfortunately no longer available. Alternative location ideas were discussed with several directors committing to check with close contacts regarding space and will report back to the Board in October.

Grant Update: Stephanie shared that The Croft, an event venue in downtown Phoenix, has been identified for the first Drinkwell, Zinfandel grant event in February. A budget of \$15k is allotted for each event, and at \$6k, rental of The Croft space leaves sufficient funds for event hospitality. Art reviewed the event contract and shared his professional opinion, including a need to request specific refund language should the event need to be postponed due to covid concerns. Art also suggested confirming insurance. Stephanie plans to discuss these requests with the venue management. The downtown location was discussed, and Tammy and Stephanie committed to contacting friends in Phoenix to receive feedback on the venue and location. Stephanie to work to identify hotels in the area for WDCV staff traveling to the event.

Stephanie also updated that the ticketing website for the Zinfandel event is in process.

Cruise Update: Sara reported that due to limited interest in a 2023 cruise event, planning will be postponed for now and we will focus on a 2024 cruise in the future.

Membership Update: Andrea reported that given harvest, the Membership Committee has not met recently but plans to after harvest.

President's Report: Sara reported that Supervisor James Gore recently discussed in the Economic Recovery meeting that no additional shutdowns are planned currently. The Health Dept. is emphasizing vaccination. Announcement expected in the near future that vaccination may be required for any event over 1,000 participants. Passport should be within safe parameters given the outdoor nature of the event. For anyone interested, there are multiple free covid testing sites available for workers in Sonoma County.

The meeting was adjourned at 10:02 a.m.

Next meeting – October 13th, 2021 at 9:00 a.m. Location TBD.

Respectfully submitted,

Tammy L. McCarley
Board Secretary

Sara Rathbun
President

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.