



Winegrowers of Dry Creek Valley®
Minutes of the Board of Directors Meeting
October 13, 2021, 9:00am
Via Zoom

The meeting was called to order at 9:02 a.m. by President Sara Rathbun.

In attendance: Directors Mark Vernon, Jeremy Kreck, Erik Miller, Andrew Nalle, Matt Vogensen, Andrea Wolcott, Tammy McCarley and Marketing Manager, Stephanie Turk. Director Art Murray joined at 9:25.

Absent: George Christie

Quorum Present: Yes.

September Board Meeting Minutes were approved via email with 8 ayes and 2 no response.

Grant Update: Stephanie provided updates about all DrinkWell events including:

- Overall Chef structure has been modified to include one lead chef per consumer event, versus two chefs, to avoid a competitive situation.
- From the list of 20 wineries previously-expressing interest earlier this year, all were contacted with event specifics and a request was made to commit to event dates. To date, seven wineries have responded, and all seven have committed to all three cities.

Phoenix:

- Venue contract was signed with The Croft. Deposit paid.
- An Arabic-inspired chef has been chosen.
- EventBrite ticket sale page has been formatted and launched. Up to 250 tickets will be sold for \$50 each.
- Influencers currently being selected for Phoenix. The Influencer lunch will be held at the restaurant of the lead chef, on Sunday, prior to the consumer event.
- Suggested itineraries including hotel and air to be sent to all participating winery partners very soon.

Denver:

- Venue for the Denver DrinkWell event, to be held on November 13, 2022 nearing finalization.

Treasurers Report:

Bank Balance as of September 30:	Checking:	\$260,768.28
	<u>Savings:</u>	<u>\$60,716.87</u>
	Total:	\$ 321,485.15

Mark reported that the Executive Committee members have reviewed and continue discussions with Tammy and Debbie regarding the proposed 2022 budget, including options for winery reimbursements for Passport.

A deadline date for Passport ticket refunds was discussed and it was agreed upon by the group that a deadline of November 30th, 2021 will be communicated to all existing Passport ticketholders. A refund of 75% will be offered through that date. After November 30th, no further refunds will be granted for Passport tickets. This will allow the organization to finalize outstanding tickets and assess the opportunity to offer additional tickets for sale for the 2022 event.

Passport 2022 was discussed with a specific focus upon winery reimbursements to be offered. Mark communicated that the Executive Committee suggests that the maximum reimbursement the organization can offer is \$3,000 per winery, with the hope that wineries who are in the position to, will donate that reimbursement back to the organization. Mark offered Ridge Vineyards as the first winery to donate back the 2022 reimbursement. It was decided that Tammy will contact all member wineries to begin discussions regarding Passport 2022 participation as soon as possible.

Mark noted that we continue to hold the SBA loan money in its own separate account and that per the terms of the loan we will begin making loan payments in October. As agreed by the Board at the time we accepted the Loan we will not use any of the loan money without prior Board approval. Mark further noted that there may be a need to use some of the SBA Loan funds in 2022 depending on the budget adopted by the Board as well as the cash flow requirements from the grant as grant related expenditures and re-imbursements increase next year.

Passport Update: Tammy reported that in addition to working on the budget specific to Passport 2022, she and Debbie have also reviewed and sorted current outstanding ticketholders and have arrived at the following current valid 2022 Passport tickets:

- 2-Day Tickets: 2,330
- Sunday Tickets: 371
- Total Passport Tickets: 2,701

Given the decision around winery reimbursements has been made, Tammy will update the Passport work plan to while concurrently contacting wineries to solidify interest in participation.

Membership Update: Tammy reported that the Annual Meeting of Members of WDCV has been set for Wednesday, November 17th from 5-7:00pm at Mill District. Format was discussed by the group and it was decided that an in-person meeting would be offered versus Zoom-only. Catering for the event will be kept to a conservative dinner offering given the objectives of the organization. Tammy will send out the Annual Meeting invitation to members the week of October 18th.

President's Report: Sara communicated that she had nothing to report this month.

The meeting was adjourned at 10:25 a.m.

Next meeting – November 10th, 2021 at 9:00 a.m. Location TBD.

Respectfully submitted,

Tammy L. McCarley
Board Secretary

Sara Rathbun
President

<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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