



Winegrowers of Dry Creek Valley®
Minutes of the Board of Directors Meeting
November 10, 2021, 9:00am
Via Zoom

The meeting was called to order at 9:03 a.m. by President Sara Rathbun.

In attendance: Directors Jeremy Kreck, Mark Vernon, Matt Vogensen, Art Murray, and Manager of Membership and Development, Tammy McCarley. Director Erik Miller joined at 9:18am.

Absent: George Christie, Andrea Wolcott, Andrew Nalle

Quorum Present: Yes.

October Board Meeting Minutes were approved via email with 7 ayes and 3 no response.

Treasurers Report:

Bank Balance as of October 31:	Checking:	\$217,981.08
	<u>Savings:</u>	<u>\$60,723.98</u>
	Total:	\$ 278,705.06

Mark gave an update on the organization financials including the CDFA and related cash flow process upcoming, the process of refunds requested by Passport ticketholders – which will come to a conclusion before the next Board meeting, and winery reimbursements.

The Board discussed the need for winery reimbursements for Passport given the financial deficit the organization is facing and Matt Vogenson suggested that it is very important that members understand the deficit and how reimbursements play a role.

Mark discussed the organization's cash accountancy system and how that plays a role in the deficit situation shown on the books currently. He also opened a discussion on the grant funds versus expenses and the mismatch in timing between when the money for grant activities is spent and when the organization receives reimbursement, concluding that WDCV must bridge the span between monies spent and reimbursement.

Mark will not be present at the WDCV Annual Meeting on November 17th and in his absence, Sara has accepted the responsibility to detail the organization finances with Members per Mark's preparation of the information in advance.

Grant Update: Tammy reported that per Stephanie, 16 DCV wineries have committed to the Phoenix DrinkWell event, many of those same wineries committing to all three cities in 2022. The Phoenix ticket website is live. Media and PR for DrinkWell via McCue begins in January. Stephanie Turk has edited her role with WDCV to focus solely on the grant at ten hours per week.

Passport Update: Tammy reported the following:

- To date, approximately 20 wineries have verbally committed to participation in Passport 2022. Obviously, this is a significant decrease in the usual number of participating wineries from years past, although winery participation has been slowly decreasing for many years. We discussed larger wineries not participating and discussed the list of wineries who have not yet responded with Board Members offering to contact wineries to assist with participation.
- Refund deadline of November 30th, 2021 has been communicated to all current ticketholders and is in process. An update of the final number of refunds requested will assist us in potentially selling additional tickets for the 2022 event. Tammy will update final numbers at the December meeting.
- Health guidelines for Passport were discussed including a review of what other events and organizations are currently implementing to insure guests. Tammy reported that she has contacted Sonoma County Health and no stated guidelines are currently upheld regarding masks or vaccines for outdoor events. The Board decided together that given each winery currently implements different policies that we will ask wineries to state their policies in advance and pass that information along to ticketholders in advance so they may plan which wineries to visit.

Membership Update: Tammy reported the following:

- Annual Meeting of Members of WDCV has been set for Wednesday, November 17th from 5-7:00pm at Mill District. Invitations have been sent and responses received. Tammy shared event details and information about the event Sponsor, Casa Cristal Nursery. Meeting schedule will include dinner and drinks, live music, Annual Meeting presentation and prize drawing.
- The Membership Committee will meet to discuss development of 2022 Member events ~ Andrea, Matt and Art to participate.
- Tammy reported that Member Renewal information will be sent to all current members in December, as well as soliciting prior members to return to the organization.
- The Board discussed Affiliate Membership and Industry Partners and it was decided that we should work toward both in the coming year as a method to expand the organization.

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

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

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

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.