



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

The meeting was called to order at 9:04 a.m. by President Sara Rathbun.

In attendance: Directors Jeremy Kreck, Mark Vernon, Matt Vogensen, Andrea Wolcott, Art Murray, George Christie and Manager of Membership and Development, Tammy McCarley.

Absent: Erik Miller, Andrew Nalle

Quorum Present: Yes.

November Board Meeting Minutes were approved via email with 9 ayes and 1 no response.

President's Report: Sara started the meeting with a discussion of representatives to the DCVCAC Board for 2022 ~ David Ramey and Steve Sommer. Jeremy motioned to support the two nominees and Mark seconded. A vote was taken and all members present approved both nominations.

Sara also proposed the need for an alternate day of the week and time for upcoming Board meetings. She expressed that she would send options to all members by email within the week.

Finally, she shared that Mel Amato, champion of preservation of the Healdsburg Bridge and working toward Lambert Bridge preservation, passed away recently. She is not sure who will resume Mel's efforts for Lambert Bridge, but that Mr. Amato's efforts were crucial in saving the Healdsburg Bridge.

Treasurers Report:

Bank Balance as of November 30:	Checking:	\$203,169.79
	<u>Savings:</u>	<u>\$60,727.47</u>
	Total:	\$ 263,897.26

Mark gave an update on the organization financials including a review of the current bank balances. He discussed the 2022 WDCV budget and communicated that some budget numbers are still in process, but that we know the organization will face a deficit for 2022. He expressed that in the coming year we expect expenditures unique to the grant, income from

Membership Dues – same level as 2021, revenue potential from incremental Passport 2022 events and Pre-Sales of tickets for the 2023 event projected at \$100k.

Mark also shared that the refund deadline for Passport 2022 tickets has completed and that refunds given total near \$10,000. Staffing changes may help decrease costs in 2022, and the organization may receive a grant of \$15,000 early in 2022 from the Federal government.

Mark communicated that the 2022 budget will be finalized by the January 2022 General Board meeting.

Grant Update: Tammy reported that per Stephanie, the Phoenix DrinkWell tickets are on sale and advertising efforts will be activated in mid-December. Details are falling into place for the Phoenix event and a new celebrity chef has been secured – Beau MacMillan. The organization discount on rooms at the Kimpton Palomar is good through Wednesday December 22nd for wineries interested in making reservations traveling to Phoenix.

Passport Update: Tammy reported the following:

- As of today, we have 21 wineries committed to participate in Passport 2022, with seven wineries who have not yet responded. We are hopeful that at least half of those wineries will join us. Mark requested current ticketholders numbers for Seghesio from Tammy as he committed to making one last effort to secure Seghesio for Passport 2022.
- Tammy reported that the first meeting with Passport participating wineries will be held on Tuesday, December 14th on Zoom.
- Passport Refund deadline passed on November 30th, 2021. A few refund checks remain to be sent, but she reported that 78 2-Day partial refunds were requested, and seven Sunday-Only tickets.
- There is significant interest from current ticketholders and the public for on-sale tickets for the 2022 event. Tammy will discuss potentially selling additional tickets with the wineries on December 14th.
- Working on development of incremental events around Passport weekend. Mark suggested that we should use a minimum of 50% profit to WDCV for incremental Passport events.
- Covid & vaccination guidelines were re-visited. The board decided to discuss with wineries participating in Passport.

Membership Update: Tammy reported the following:

- Annual Meeting of Members on Wednesday, November 17th was very successful. Approximately 60 members were in attendance.
- The Membership Committee met to discuss 2022 Member events and came up with a list of seminar opportunities we plan to offer to members on three or four different dates in 2022.
- Tammy reported that Member Renewal information will be sent to all current members in the coming weeks – before the holidays.
- The Board discussed working with Bacchus Landing as an Industry Partner to WDCV given their location and focus. Andrea expressed concern given they feature no DCV

wineries. Art offered to schedule a meeting with Bacchus Landing, with Tammy, to explore opportunities.

The meeting was adjourned at 10:31 a.m.

Next meeting – January 11th, 2022 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.
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