



Winegrowers of Dry Creek Valley®
Minutes of the Board of Directors Meeting
Tuesday, February 15th, 2022, 9:00am
Via Zoom

The meeting was called to order at 9:01 a.m. by President Sara Rathbun.

In attendance: Directors Jeremy Kreck, Mark Vernon, Matt Vogensen, Art Murray, Erik Miller, Andrew Nalle, Andrea Wolcott, George Christie (joined at 9:18am) and Manager of Membership and Development, Tammy McCarley.

Absent: None.

Quorum Present: Yes.

January Board Meeting Minutes were approved unanimously.

Treasurers Report:

Bank Balance as of January 31:	Checking:	\$149,935.17
	Savings:	\$60,734.69
	<u>SBA Funds:</u>	<u>\$152,602.39</u>
	Total:	\$ 363,272.25

Mark Vernon lead a review of the January financials and reported positive cash flow for the organization. He mentioned that members are currently receiving invoices for dues renewal and that he will be prepared to more comprehensively report revenue from dues renewals at the March BOD meeting.

Mark also mentioned that a replacement bookkeeper has been identified and the organization is working to transition Deb from the role so she can retire.

Grant Update: Tammy reported that the first DrinkWell: Zinfandel event in Phoenix on February 5th and 6th went very well including the Influencer Luncheon on Saturday and the consumer event on Sunday.

The Influencer Luncheon included four DCV wineries – CAST, Pedroncelli, Nalle & Kokomo for a seated lunch at the Sanctuary CamelBack Resort prepared by Celebrity Chef Beau MacMillan. The consumer event was held at The Croft, Downtown Phoenix, and attended by 200 consumers with 16 DCV wineries present to pour along with small bites prepared by Chef Beau and Thaily's.

Seattle is the next event in the DrinkWell: Zinfandel program commencing the weekend of June 4th, 2022.

Passport Update: Tammy reported the following:

- Ticketholders have been offered the opportunity to transfer tickets free of charge or donate tickets to WDCV if they do not plan to attend. Tammy mentioned that she is aware that customers are selling tickets over craigslist and through other means.
- Jeremy communicated that three additional wineries have requested the opportunity to participate in Passport 2022 who have not previously participated given organization Passport guidelines. Pezzi King and Coyote Sonoma both produce DCV wines, but the Pezzi King tasting room is just one block from the AVA border and VML is within the valley but only produces one Dry Creek Valley wine. Jeremy pointed out that in the past when more wineries wanted to participate than the event could support stricter event qualification rules were put in place. Given the current need for additional winery participation, and that all three qualify to become members of WDCV, a motion was made by Mark Vernon and seconded by Art Murray to accept these three wineries for participation for 2022. All in favor. None opposed.

Membership Update: Tammy reported the following:

- Tammy reported that renewals and survey responses are coming in for WDCV 2022 membership and that she is working closely with Debbie to email invoices and update membership for 2022. Target date for renewals is March 2022.
- The first WDCV Member Edu-Workshop has been planned for Wednesday, March 30th at 10am hosted by CAST Wines. The workshop will focus on clean vine sourcing and Pierce's disease. Matt Vogensen has graciously secured three excellent speakers for the workshop. Tammy will email an invitation to all members and will include in the next Member Newsletter.

President's Report:

- Sara reported that Dry Creek Valley trash clean-up has been scheduled for Sunday, April 3rd. We are looking for winery participation and volunteers to assist with the clean-up.
- Sara also reported the passings of two former WDCV Members – Jim Forchini and Bruce Perry. WDCV will make donations on behalf of the organization to the bequests of both families.

New Business:

- Jeremy Kreck discussed the upcoming Board of Supervisor's meeting to be held on Thursday, February 17th to discuss an ordinance for tasting rooms and wineries being considered. Jeremy has drafted a letter on behalf of WDCV that he would like to submit to the Planning Commissioners in advance of the meeting. He will email the letter to all BOD Members immediately after the meeting for review and response.
- Tammy mentioned that the Board should start the process of considering new BOD members for the 2022-23 term. Sara Rathbun and Jeremy Kreck will leave the Board after finishing their terms. Tammy will contact other Board Members in the first year of their term to discuss potential candidate suggestions for the upcoming term. Mark

Vernon committed to running for re-election and if elected would agree to stay in the Treasurer role for another year.

The meeting was adjourned at 10:12a.m.

Next meeting – Tuesday, March 8th, 2022 at 9:00 a.m. Zoom.

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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