



Winegrowers of Dry Creek Valley®  
Minutes of the Board of Directors Meeting  
Tuesday, March 8<sup>th</sup>, 2022, 9:00am  
Via Zoom

The meeting was called to order at 9:00 a.m. by President Sara Rathbun.

In attendance: Directors Jeremy Kreck, Mark Vernon, Art Murray, Erik Miller, Andrew Nalle, Andrea Wolcott, George Christie and Manager of Membership and Development, Tammy McCarley.

Absent: Matt Vogensen

Quorum Present: Yes.

February Board Meeting Minutes were approved unanimously.

**Treasurer's Report:**

Bank Balance as of February 28:	Checking:	\$188,042.15
	Savings:	\$60,757.95
	<u>SBA Funds:</u>	<u>\$150,048.58</u>
	Total:	\$ 344,848.68

Mark Vernon communicated that the transition from Deb Colgrove to new bookkeeper, Rebecca Richards is going well and that Mark is working closely with Rebecca to insure a smooth transition.

Mark then lead a review of the February Financials and reported via the Balance Sheet that the none of the SBA loan money has been spent and we are now making repayments on the loan. Reviewing the P&L, Mark noted that WDCV has received a check from the CDFA to reimburse expenses from the December invoice. Income will continue to go out for DrinkWell: Zinfandel, with monies reimbursed after invoices are submitted to the CDFA. WDCV also received a \$15k relief grant which has been deposited.

Mark noted that expenses are in line with the 2022 budget to date, and that total expenses show higher than budget due to the outflow of funds for the CDFA grant. Net income is in line with expectations and cash flow is okay for this month. WDCV is working to catch up on invoicing the CDFA for January and February expenses.

Collection of 2022 Membership Dues is going well with a target date to complete by March 31<sup>st</sup>, though several notable wineries are not expected to renew. A full report of Membership revenue will be given at the April BOD meeting.

### **Grant Update:**

Sara communicated that all is going well with the CDFA grant program. She and Lianne McFadden will meet with Rebecca Richards to discuss and review CDFA grant invoicing with plans to complete the January and February invoices as soon as possible.

She and Lianne are meeting over Zoom with a Seattle restaurant in the hopes of contracting with this location for the June 4<sup>th</sup> & 5<sup>th</sup> DrinkWell: Zinfandel event. They are optimistic that this venue will come to fruition, and pleased that it is inclusive and will afford greater efficiencies in planning and execution.

Lianne will represent DrinkWell: Zinfandel at the upcoming rescheduled ZinEx Grand Tasting on Saturday, March 26<sup>th</sup> in San Francisco, along with a few Dry Creek Valley winemakers.

### **Passport Update:** Tammy reported the following:

- Ticketholders continue to transfer and donate tickets for Passport 2022. We have determined that an opportunity exists to sell approximately 100 additional tickets for the 2022 event. The Executive Committee has recommended that we do not open additional ticket sales given the demands of adding additional ticketholders and the potential for increased customer service needs. We do have sufficient tickets to fulfill Grower Member requests and Comp tickets held over from 2020 and 2021. Tammy will contact, verify and fulfill all Comp Passport 2022 tickets in the coming weeks.
- Seven Boutique Events are posted on the WDCV website currently, in partnership with Member wineries, offered throughout Passport Weekend. WDCV will share profit with wineries from ticket sales in exchange for marketing efforts.
- Tammy shared a Covid vaccination/negative test policy with the BOD that was developed via research of ZinEx and Golden 1 Center Health & Safety policies. She reviewed the policy with the group and asked for feedback. It was decided by the full Board that a ticket exchange offer would not be made if ticketholders were not able to attend due to illness or

positive test. Tammy will post the policy on the website and will email to ticketholders in the coming weeks. Art Murray offered to review.

**Membership Update:** Tammy reported the following:

- 2022 WDCV Membership Renewals are going well with 30 wineries paid of the 52 possible renewals expected and 54 Growers paid of approximately 107 possible. Tammy will continue to work on gathering Membership Dues to meet the objective of March 31.
- A digital invitation for the first WDCV Member Edu-Workshop, planned for Wednesday, March 30<sup>th</sup> at 10am hosted by CAST Wines, was sent via email to all Members on February 26<sup>th</sup>. To date, approximately 12 Members have RSVP'd to attend. Tammy will continue to work on communicating the event invitation and details to Members.

**President's Report:**

- Sara reported that Dry Creek Valley trash clean-up has been scheduled for Sunday, April 3<sup>rd</sup> beginning at 9:00am at Dry Creek Vineyard in partnership with DCVA, Yael Bernier. Jeremy Kreck and Matt Vogensen volunteered to represent the WDCV and will manage check-in of volunteers. Tammy will communicate event details and assist with the recruitment of volunteers for the trash pick-up.

**New Business:**

- Tammy mentioned that she is in contact with both the Healdsburg Chamber of Commerce and Healdsburg Tourism & Improvement District (HTID) and has identified opportunities with both partners for potential future events, marketing and PR. After the completion of Passport, Tammy will work with Members and both organizations to further organize these initiatives.
- Tammy mentioned the upcoming Healdsburg Food & Wine Experience to inquire as to Member participation. WDCV was offered an Association table opportunity that interested Members could share. Tammy to inquire.

The meeting was adjourned at 9:39a.m.

An Executive Session was held after the adjournment of the General Meeting.

Next meeting – Tuesday, April 12<sup>th</sup>, 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.