



WINEGROWERS OF DRY CREEK VALLEY®

Tuesday, September 13, 2022, 9:00 a.m.

The meeting was called to order at 9:05 a.m. by President George Christie.

In attendance: Directors Mark Vernon, Erik Miller, Susie Selby, George Christie, Andrea Wolcott and Jack Seifrick. Via Zoom Art Murray

Absent: Elaine Foppiano and Mark Orsi

August Board Meeting Minutes were approved via email.

TREASURERS REPORT: Mark Vernon

Bank Balance as of August 31:	Checking:	\$62,348
	Savings:	\$60,759
	<u>SBA Funds:</u>	<u>\$150,118</u>
	Total:	\$ 273,226

GRANT:

- Expecting a \$8,300 CDFA check in about three weeks
- Lianne is working on billing for approx. \$64K- should receive check end of October
- McQue contract was amended so that we can recoup another \$12,500 that was paid to McCue for Seattle advertising
- Audit will start September 28th

PASSPORT:

New ticket price was approved (JS/MV/All).

- Ticket Price 2 days \$250/ Sunday only \$150/ DD \$50

VIP tickets with details and pricing remaining TBD

- These will take place of Friday and Saturday morning “add on” events
- LF to continue working with committee to finalize and present to the board

New winery reimbursement price was approved (JS/MV/All).

- \$4000

Amber Behrens as a Passport support contractor was approved (MV/JS/All).

- LF to get a contract
- LF to have second board approval if more hours are necessary

New passport benefits this year

- Option to pick up passports and wrist bands ahead on Friday (location TBD)- Glasses will be at wineries/ 2 separate lines to make check in smooth and quick
- Helping wineries to be successful and raise expectations for the weekend
- Provide all wineries with sustainable disposable ware/napkins to keep high standards and look cohesive
 - LF working on securing a sponsor

Possible Somm TV weekend coverage

- Art and Susie to reach out to their contacts to pitch idea
- Pre-sale Friday November 11
 - Coasters with info & QR code to add to Fall wine club shipments and in tasting rooms
 - Lauren to hand deliver to participating wineries for personal touch and intro
- Public Sale Friday January 6 (buys us more time if pre-sale is slow)
- Sponsors- Draft budget lists 15K in sponsorship
 - LF to come up with sponsorship benefits
 - Board of Directors to send list of possible sponsor ideas

STEELHEAD FESTIVAL: February 11, 2023

- WDCV to pay for \$1,000 for the booth to support the event and community
- GC to connect with event director to see how we can work together for passport
- WDVC to reach out to members who might be interested in participating to pour their wine

WEBSITE:

- LF to tell Brant we will no longer be working together
- New vendor- Peter Andres <http://www.wineworks.co>
 - charge on a need-be basis
 - LF to set meeting to work on larger re-design plans

MEMBERSHIP:**Members benefit:**

- A sign for associate winery members i.e Bacchus Landing wineries
 - AM to work on ByLaws language to present to the board

Annual Member Meeting:

- Participation approved (SS/JS/All).
- Mark Orsi will be hosting at his vineyard.
- Date confirmed-Wednesday November 9.
- LF to send a Save The Date in September member newsletter.
- LF to work with GC on flow, food and details to make it an exceptional event and opportunity to invite possible new 2023 members.
- AW suggested Estate Planning seminar

ZinEX:

- Participation approved (SS/JS/All).
- Will sell passport tickets

BUDGET:

LF to put together Passport budget and submit to MV and GC

Full 2023 budget due end of October

Next Meeting – October 11, 2022 at 9:00 a.m.

Adjourn- 10:34 a.m.

Respectfully submitted,

Lauren Fremont
Board Secretary

George Christie
President

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.