



WINEGROWERS OF DRY CREEK VALLEY®  
Tuesday, November 8, 2022, 9:00 a.m.

The meeting was called to order at 9:02 a.m. by President George Christie.

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

**Absent:** Mark Orsi

October Board Meeting Minutes were approved via email.

**TREASURERS REPORT:** Mark

Bank Balance as of October 31:	Checking	\$ 57,608.17
	Savings	\$40,771.39
	SBA	\$150,157.73
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	<b>TOTAL</b>	<b>\$248,537.29*</b>

*\*not reflected in the total is the check for grant invoice #13 (\$65,487.71) deposited on 10/27*

Reviewed 2023 proposed budget- Lauren to adjust numbers and include a pr/ social media position. Budget will be voted on at the December board meeting. Lauren to write a job description for this new position.

**GOVERNMENT RELATIONS:**

- Our representatives for Citizens Advisory Council are Steve Sommer and Dave Ramey
- Lauren to reach out to DCVCAC secretary to understand more

## **GRANT:**

- Audit is over
- Invoice #13 funds, \$65,487.71 was deposited on 10/27
- Invoice #14 funds, \$50,156.95 expected to arrive the week of December 19<sup>th</sup> (if approved by the CDFA this week).
- Tickets for Denver as of 11/7 **sold 119 of 250**
- Option to use remaining marketing \$ that need to be spent towards Passport ads.

## **MEMBERSHIP:**

ByLaws changes and votes:

SS/MV/ALL
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a. Full members must be either (1) a Bonded Winery located within the Dry Creek Valley Appellation (2) a Bonded Winery located outside the Dry Creek Valley Appellation, which produces for commercial sale at least one wine identified on the label as originating in the Dry Creek Valley Appellation or (3) a grower of wine grapes within the Dry Creek Valley Appellation whose grapes are used for commercial sale. Full members shall have all rights of membership.

AW/AM/ALL
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b. Associate members may be either (1) a Bonded Winery that does not qualify for Full Membership or (2) a grower of wine grapes within the Dry Creek Valley Appellation who does not qualify for Full Membership. Associate members shall have no voting rights, nor shall they be eligible to serve as directors of the corporation.

AW/AM/ALL
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c. Affiliate members shall be commercial businesses interested in advancing the interests of and fulfilling the purpose of the Winegrowers of Dry Creek Valley. Affiliate members shall have no voting rights, nor shall they be eligible to serve as directors of the corporation.

Annual Meeting:

- 75+ RSVPs
- Timeline (board to arrive at 4:45)-Catering /Lauren arrives at 3:30
  - 5PM Check in/ make your name tag- Passed HD
  - 5:15PM
    - George to welcome all & intro the board
    - Lauren to review Passport 2023 and go over initiatives for the year
    - Mark to do high level financial report
    - Sara to recap DrinkWell events
    - George to intro Special Speaker Josie- Mill District
    - George to thank all for coming

- 5:45/6PM-7PM Mingle, more food
- Next Annual meeting- Summertime should be considered after a new board is elected

**PASSPORT:**

- 30 wineries (including 5 from Bacchus Landing)
- Pre-Sale coasters are being distributed this week
- Marketing material sent out to all participating wineries
- Eventbrite & DCV landing page ready for November 11
- Approval for Madrona deposit/ waiting for Single Thread Farm contract
- VIP wines to be selected by two venues and third party som/chefs/ open it up to all members and their DCV wines to be selected.
- Thinking ahead- Possible 24-month cycle of events so that Passport isn't the only event
- Next year is the 40<sup>th</sup> anniversary of DCV becoming an AVA. Need an event.

Respectfully submitted,

Lauren Fremont  
Board Secretary

George Christie  
President

Next Meeting – December 13, 2022 at 9:00am

Adjournment 10:30 a.m.

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.