



WINEGROWERS OF DRY CREEK VALLEY®
Tuesday, December 13, 2022, 9:00 a.m.

The meeting was called to order at 9:01 a.m. by President George Christie.

In attendance: Directors Susie Selby, George Christie, Andrea Wolcott, Mark Orsi, Art Murray, Erik Miller and Mark Vernon

Absent: Jack Seifrick and Elaine Foppiano

November Board Meeting Minutes were approved via email.

TREASURERS REPORT: Mark

Bank Balance as of December 8:	Checking	\$193,075
	Savings	\$40,777
	SBA	\$150,195

	TOTAL	\$384,047

2023 BUDGET

- LF to add Grant \$ (80% of total), adjust PR position to 80K, adjust presale 2023/2024 150K
- Approved MV/GC/ALL

DRY CREEK VALLEY CAC:

- Steve Sommers and David Ramey in position until December 2023 unless we decide to rotate/ ideally 1 WDCV board member is on this committee
- Next step: Lauren has reached out and setting up a meeting with both and George

GRANT:

- Event Revenue \$29,111.67 (waiting to hear from Lydia regarding the timeline for spending those funds and what the parameters are for that spend)
- Balance of \$22,841 left from McCue ad spend in all three markets (need to spend by 4/30/2023)
- Invoice, #14 (\$50,156.95) accepted on November 8th/ check to arrive week of December 19th
- After submitting invoice #15 at the end of January we will have a grant balance of about 100K, we can do 1 more events
 - Looking at Palm Spring Presidents Day weekend
 - LF to be more involved in managing McCue
- WDCV to pursue another grant- reach out to ZAP- Robert Trent (MV to connect LF)

MEMBERSHIP:

- Form to populate invoices will go out right after new year
- Membership pricing below

Winery member, full

- Calculated at \$750.00 base dues plus \$0.10 per case produced in 2022.
 - Maximum annual membership fee: \$3,200.00

Winery member, associate (currently none)

- Annual membership fee: \$500.00

Grower member, full

- Calculated at \$200.00 base (with ByLaw changes, this is a \$25 increase for previously associate growers) dues plus \$5.50 per acre, ten acres and above.
 - Maximum annual membership fee: \$750.00

Grower member, associate (hobbyists)

- Annual membership fee: \$175.00

Affiliate member

\$250.00 plus the opportunity for sponsorship

NEW APPROVED ByLaws (for reference)

- 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.
- 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.
- 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.

PASSPORT:

- 32 wineries/ 849 tickets sold (2 VIP)/\$223,554 net sales)
- Single Tread wine director and Madrona to host a combined blind tasting for both VIP events at The Madrona in late January
 - LF to work out cut off to date to invite media, trade
 - Potential to sell for a special price to top wine club members of participating wineries
- Marketing \$\$\$ spend so far \$1500 for sponsored social add from November till New Years (*as of December 8/ 31K people reached 51K impressions*)
- APP Winehop collaboration/ LF to get a proposal

Respectfully submitted,

Lauren Fremont
Board Secretary

George Christie
President

Next Meeting – January 10, 2023 at 9:00am

Adjournment 10:21 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.