



WINEGROWERS OF DRY CREEK VALLEY®
Tuesday, January 10, 2023, 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, Art Murray, Mark Vernon, Jack Seifrick and Elaine Foppiano/ ZOOM Erik Miller

Absent: Andrea Wolcott and Mark Orsi

December Board Meeting Minutes were approved via email.

TREASURERS REPORT: Mark

Bank Balance as of January 5:	Checking	\$68,421.56
	Savings	\$240,785.13
	SBA	\$150,249.70

TOTAL \$459,456.39

- LF to work with P&L subtotal with Rebecca to add up correctly

DRY CREEK VALLEY CAC:

- Lauren & George met with Steve Sommers and David Ramey. They will be keeping us in the loop on future meetings, topics and pending decisions.
- Moving forward we need to have 2 board members in each of these seats
- LF to check on process to appoint new members for the end of Dec 2023

GRANT:

Next invoice (#15) is due January 31st, which covers October 1 - December 31, 2022~\$50K. Check for invoice #15 should arrive the week of March 13th.

- CDFA will not get back to us in a reasonable amount of time to produce a 4th event... pivoting to possibly using funds for influencer content
- Waiting on list of influencers and media from McCue
- Possibility to use any remaining funds to fly out those influencers/media to Passport

MEMBERSHIP:

- Form to populate/ double check invoices went out on 1/5
- LF to update QB and send out invoice directly via QB next week

PASSPORT:

- 34 Wineries
- As of January 9- **1141** Tickets/ net sales **\$298,416.33**
- 4 of 50 VIP- March 1 cut off to reach goal
 - Blind tasting first or second week in Feb (TBC)- collab between The Madrona and SingleThread team to select dinner and brunch
 - Once a date and time is decided... LF reach out to all WDCV wineries to submit
- Passport app- Winehop signed contract
- Winery descriptions due first week of February
- New flyers to push sales
- Committee finalizing list of media/ press/influencers – stay with 2-day passport and based on VIP sales can upgrade them to a comp VIP ticket
- Hiring [Pine Photo Video](#) for filming and [Prinsley Photography](#) for photos (VIP and 2-day)

MISC.:

- Meeting with Montage GM Doug (Art and Elaine to join) 1/13
- Meeting with Karissa and George 1/17
- SoCo Barrel auction DCV 40th anniversary collab.- would one of our members want to head this up and we can facilitate? May 4 and 5th
 - LF to reach out to Julie Pedroncelli if interested

Respectfully submitted,

Lauren Fremont
Board Secretary

George Christie
President

Next Meeting – February 14, 2023 at 9:00am

Adjournment 9:51 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.