



WINEGROWERS OF DRY CREEK VALLEY®
Tuesday, February 14, 2023, 9:00 a.m.

January Board Meeting Minutes were approved via email.

TREASURERS REPORT: Mark

Bank Balance as of February 10:	Checking	\$171,965
	Savings	\$240,893
	SBA	\$150,326

TOTAL \$563,184

GRANT:

- Check for invoice #15 should arrive the week of March 13th/ covers October 1 - December 31-it will be about 21K.
 - Change regarding the "program income" (~29K). Instead of needing an approved spending plan, the amount will be considered a "payment" and simply be subtracted from the next invoice. This explains invoice #15 less than anticipated.
- Influencer Partnership
 - Submissions due this week
 - 2/20-3/15 Ad content created and distributed
 - Owen Bargreen, Sommelier & Writer for Vinous, [@owenbargreen](#) **20,200 Followers**
 - Candice Mathis, Influencer & Sommelier [@collectivelycandice](#) **175,000 Followers**
 - Samantha Capaldi, Influencer & Sommelier [@samanthasommelier](#) **42,600 Followers**
 - Elliott Clark, Photographer & Influencer [@apartmentbartender](#) **75,200 Followers**
 - McKenna Wesley, Influencer [@thebubblyblonde](#) **448,000 Followers**

- Elaine Schoch, Influencer WSET II [@thecarpetravel](#) **47,600 Followers**
- Last invoice will be #16 due at the end of April along with final report.

MEMBERSHIP:

- \$31,159 in membership fee still owed
 - Another reminder was sent Monday/ checks are in the mail
 - Lost Frick as a member
 - Almost lost Ferrari Carano- LF met with them last Friday
 - Gained The Harris Gallery, The Setting, and likely the rest of Bacchus

PASSPORT:

- 35 Wineries
- As of February 13- **1683** Tickets/ net sales **\$431,562**
- **6 of 50 VIP**- Late March cut off to reach goal
 - Blind tasting complete
 - **Friday evening dinner at The Madrona** *David Caffaro, MoniClaire, Quivira, Ridge, DaVero, Fritz, Emmitt-Scorsone, Mill Creek*
 - **Sunday Brunch SingleThread Farms** *Cast, The Setting, The Harris Gallery, Ridge, Trattore, Sbragia*
 - Opening up reservation-only for passport attendees to smaller member wineries on Thursday and Friday if interested
- Volunteers?

EVENT UPDATES:

- **Tuesday February 21 4pm**- Lauren to promote Passport on Off the Vine Radio Show with Karissa Kruse
- **Thursday May 4 & Friday May 7- SoCo Barrel auction**- Dry Creek Valley AVA 40th Anniversary- The Zinfandel of Legends
 - (Rafanelli, Dry Creek Vineyard, Pedroncelli, Mauritson, Mill Creek, Ridge and Saini)/ Size: 20 Case lot- Mauritson to take care of blending and bottling
- **Saturday May 20- Healdsburg Food & Wine**- WDCV will have 2 tables (TBC)
 - 4 spots 12:30-2:30pm/ 4 spots 2:30-4:30pm
 - This hasn't been announced yet to participate/ first come first serve

- **Sunday April 2- Dry Creek Valley trash clean up** (date is confirmed with DCV/ waiting to hear back from RRK and DCVA) otherwise April 16
- **Saturday June 24- Taste of Sonoma**- Not secured \$500 for an AVA table

GIVING BACK:

- How do we give back to our community?
 - Scholarship for books or education (NextGen- grower and winemaker of DCV)
 - Yearly/ have members (grower or wineries) match it

NEXT WDCV HIRE:

- Resumes coming in- nothing fits yet
- Who wants to be involved in hiring process?
- Possible intern- Erik made intro to Ray Johnson/ Sonoma State