



WINEGROWERS OF DRY CREEK VALLEY®
Tuesday, March 14, 2023, 8:30 a.m.

The meeting was called to order at 8:38 a.m. by President George Christie.

In attendance: Directors Susie Selby, George Christie, Mark Vernon, Elaine Foppiano, Andrea Wolcott and Mark Orsi/ ZOOM Erik Miller & Art Murray

Absent: Jack Seifrick

February Board Meeting Minutes were approved via email.

TREASURERS REPORT: Mark (We will be staying with Exchange Bank)

Bank Balance as of March 13:	Checking	\$110,100
	Savings	\$341,013
	SBA	\$150,401

TOTAL \$601,514

- o Lauren and Mark to continue working with Rebecca to clean up P&L and QuickBooks accounts

GRANT:

- o invoice #15 will be complete end of month- covers October 1 - December 31-it will be about 20K – Mid May.
- o Last invoice will be #16 due at the end of April along with final report.
- o Influencer Partnership- shipment complete- posts complete over next 2 weeks
 - LF to share out metrics when received from McCue

○ Wines	Instagram Handle	IG Social Reach
Nalle, Dry Creek, Pedroncelli (mother clone), Flambeaux	@owenbargreen	20,200
Wilson, Dry Creek, Cast, Amista (Zin)	@collectivelycandice	174,000
Wilson, Pedroncelli (Zin), Orsi, Cast	@samanthasommelier	42,500
Mazzacco, Mill Creek, Saini, Cast	@tinyhangrytiff	32,000
Mazzacco, Amista (Zin), Cast	@thebubblyblonde	448,000
Cast, Mill, Amista (Interlude)	@thecarpetravel	47,600
Cast, Amista, Mill Creek	@apartmentbartender	75,200

MEMBERSHIP:

- 11K membership fee still owed. Several are in the works.
- LF sent remaining grower dues to Andrea and Elaine for reach out
- Another meeting with Lambert Bridge and they will either join back now prorated or 2024

PR/ Marketing Position:

- No new updates- LF to review Silver Plan with Cover California and estimate a monthly HSA contribution

PASSPORT:

- As of March 13- **1926** Tickets/ net sales **\$481,124 (need another 375 tickets for budget)**
- **6 of 50 VIP-** will be splitting the event in 2 at the end of the week and market as such.
 - The Madrona \$450 pp and SingleThread Farm \$200 pp
 - Plan C- to giveaway to community somm, influencers etc starting March 29
 - Virginie Boone plus 1 to attend SingleThread event, Tim Fish and Esther Mobley replied and said they could not attend.
 - More reach out this week
 - Added case of wine to each pair of \$1500 VIP tickets

- Opening reservation only for passport attendee to non-participating members winery on Thursday and Friday for complimentary tasting
 - Current list: van Z, Mounts, Emmitt-Scorsone, Dutcher Crossing, 32 Winds, Saini and Nalle
- Current small online advertising with tracking ticket links in Bohemian/ Healdsburg Tribune and Press Democrat
- Continued social media marketing and e-blasts
- Board to email LF with community members who we should be sending complimentary tickets to

UPCOMING EVENTS:

- **Sunday April 2- Dry Creek Valley trash clean up**
- **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
 - 4 spots 12:30-2:30pm/ 4 spots 2:30-4:30pm
- **Saturday June 24- Taste of Sonoma-** AVA table
- **TENTATIVE- June 15 OR June 28** Press event- 40th anni and dinner with Chris Sawyer
 - panel/ tasting and walk around tasting plus food truck (daytime 3 hours)@theranchatlakesonoma
 - LF to estimate WDCV cost
 - Timing would be 11:30-1PM Panel/ comparison tasting & 1PM-2:30PM food truck lunch and walk around tasting of DCV wines
 - Possible Dinner of Legends at DCV will be a separate event/ LF told Kim

9 a.m. GIVING BACK:

- Yael Bernier from DCVA talked about [the joint scholarship we have since 2003](#)
- LF to propose yearly contribution to this scholarship fund- we have not contributed to this in about 8 years
- LF and Andrea to join Scholarship committee meetings- Yael will let them know when the next one is

Respectfully submitted,

Lauren Fremont
Board Secretary

George Christie
President

Next Meeting – April 11, 2023 at 9:00am

Adjournment 9:46 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.