



WINEGROWERS OF DRY CREEK VALLEY®
Tuesday, April 11, 2023, 9 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, Mark Orsi, Erik Miller and Elaine Foppiano/ ZOOM Jack Seifrick

Absent: Andrea Wolcott

March Board Meeting Minutes were approved via email.

TREASURERS REPORT: Mark

Bank Balance as of April 10:	Checking	\$115,390.75
	Savings	\$341,013
	SBA	\$150,490.70

TOTAL \$606,894.45

- o Lauren, Mark and Rebecca to meet post Passport and clean up P&L/ QuickBooks accounts

GRANT:

- o invoice #15 still finalize- covers October 1 – March 31 (Lianne to cover as many expenses as possible so last invoice is very low in refunds)-we had estimated 20K but it will actually be closer to 57k– Mid May.
- o Influencer Partnership- waiting on final report from McCue

MEMBERSHIP:

- Just under \$2,500 membership fee still owed (growers).
- They have all been reminded many times. Lauren to provide Elaine all the phone numbers for 1 final follow up. Ask each grower if they have any feedback or programming idea that they would value if on the fence about renewing.

PR/ MARKETING POSITION:

- Interviewing Amanda Brower
- Post research- Silver Plan with Cover California- estimate a monthly HSA contribution \$500 per month was approved (AM/MO/All)

PASSPORT:

- As of April 10- **2224** Tickets/ net sales **\$530,904** **(need another 175 tickets for budget)** we can sell up to 3000 tickets
- 10 VIP tickets, PLUS single VIP event purchases
 - Single Thread Farms brunch- 55 tickets and sold out of
 - Madrona dinner- **8 tickets left**- Madrona marketing team is helping & all included wineries
- **Press/influencers**
 - Dinner- Christopher Sawyer, Ziggy, Rachel Dickinson (40k followers/@rachels_stylishlife)
 - Brunch- Christopher Sawyer, Ziggy, Rachel Dickinson (40k followers/@rachels_stylishlife), Virginie Boone, Linda Murphy, Sarah Doyle, Mayor Kelley
- **Early Arrivals @ member but non participating wineries**
 - Sent out info to all current Passport attendees for Thursday and Friday
<https://www.drycreekvalley.org/passport-early-arrivals-photos/>
- **Marketing**
 - All wineries to continue advertising via newsletters and social media
 - WDCV social media
 - Video with Shoplocalhealdsburg to capture locals

PAST & 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 (2 SPOTS LEFT here)
- **Thursday June 15** Press event- 40th anni and dinner with Chris Sawyer
 - panel/ tasting and walk around tasting plus food truck (daytime 3 hours)
 - @theranchatlakesonoma- estimate about 5k in space, extra rentals and food trucks
 - Max 150 tickets
 - Free to press/trade/media
 - Discount for WDCV members- \$30-35 (cover some cost)
 - \$50-55 for public if there are spots left
 - Timing would be 11:30-1PM Panel/ comparison tasting & 1PM-2:30PM food truck lunch and walk around tasting of DCV wines

This event covers our Media tour and 40th anni celebration in one!

Event has been approved (MV/GC/All) ~5K over events budget
- **Saturday June 24- Taste of Sonoma-** AVA table

GIVING BACK:

- DCVA & WDCV have [a joint scholarship since 2003](#)
- LF to propose that WDCV contributes 5K each year (pull from budgeted 4.5K internship- we can do for-credit internship instead) approved (SS/GC/All)
- LF and Andrea to join next scholarship committee meeting (date TBD).

Respectfully submitted,

Lauren Fremont
Board Secretary

George Christie
President

Next Meeting – May 9, 2023 at 9:00am

Adjournment 9:58 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.