



WINEGROWERS OF DRY CREEK VALLEY®
Tuesday, June 20, 2023, 9 a.m.

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

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

May Board Meeting Minutes were approved via email.

TREASURERS REPORT: Mark

Bank Balance as of June 19:

Checking:	\$40,607.75
Money Market:	\$211,584.38
SBA Loan:	\$150,666.86

TOTAL **\$402,858.99**

- LF to research new credit card for the org. that would get point in cash back. Submit to Mark for review.
- All Passport reimbursement checks have gone out. One to be re-submitted.
- Budget & cash flow have been revised.
 - When and where revenue is coming

ELECTION UPDATES:

- June 23 is the last day to submit a ballot. No changes to the board.
- July 1 board announcement/ set board retreat date.
- LF to send around a doodle to secure a date late July/ early August for retreat.

GRANT:

- Around \$89K will be refunded in the next month.
- LF talked to Robert (the ZAP grant writer)for possible future grants. Around 7k to draft and then write a grant. LF to do some research on possible grants. Ask Robert for cost on brainstorm session to be presented with viable options.
- Create a grant committee.

PASSPORT:

- Review Amanda's deck
- Set up a brainstorm session week after July- open to all
- What is next (need to decide by end of August latest)
 - Need to lean into what we are good at and that's our stories, our product and the location.
 - 3 days Friday-Sunday
 - Friday (Town/ Westside-Bacchus as a host for boutique wineries/ cost sharing)
 - Welcome party
 - Saturday
 - Sunday
 - Elevated experiences
 - Quality control across all to set & exceed expectation for wine, food, entertainment, and hospitality.
 - Do not commit to more wineries than tickets we can move.
 - ~3 Satellite events under same brand different name throughout the year to keep energy going, explore collaborations etc...
 - Add a silent auction- launched around the holidays. A portion goes to the scholarship

PAST & UPCOMING EVENTS:

- **40th anniversary** recap

- **Google** -June 28 (Pedroncelli, Truett Hurst, Breathless)
- **Taste of Sonoma**- AVA table (Selby, Orsi, MoniClaire, Quivira, Lambert Bridge, Sbragia, Amista) & VIP table (CAST, Emmitt Scorsone)
- **Google** -July 12 (Orsi, 32 Winds, Fritz)

SCHOLARSHIP:

- Made our first \$5,000 contribution since 2008.

Respectfully submitted,

Lauren Fremont
Board Secretary

George Christie
President

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

Adjournment 10:24a.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.