



WINEGROWERS OF DRY CREEK VALLEY®  
Tuesday, December 12, 2023, 9 a.m.

The meeting was called to order at 9:10 a.m. by President George Christie.

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

**Absent:** Jack Seifrick and Andrea Wolcott

Last month's minutes were approved via email.

**9am-9:20am SPECIAL GUEST:** Mayor Ariel Kelley- running for the Assembly seat for the [CA 2nd District](#). Address top concerns for our industry.

Additional wineries to attend this portion (*individuals' part of Government Relations Committee with Lauren*) Jeremy of Mill Cree and Kim of DCV

**TREASURERS REPORT:** Mark

Bank Balance Last month & as of December 11

Checking:	\$45,058/	\$144,636
Money Market:	\$86,999/	\$87,025
SBA Loan:	\$151,109/	\$151,197
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<b>TOTAL</b>	<b>\$283,166/</b>	<b>\$382,858</b>

2024 budget was approved (MO/MV/All)

Andrea we still didn't get the new credit cards from Exchange.

## **PASSPORT 2024:**

- Current net sales are \$116,347 (\$1,625 is Wine-derlust tickets).
  - Friday 180 of 500
  - Saturday/Sunday 435 of 2000
- \$16,347 over 2023 budget BUT tracking 98K behind last year at this time (reminder that winery reimbursement will be \$110,500).
  - *Some industry insights for slow but steady sales for 2023 vs. 2022: Economic climate is uncertain, Travel plans are more last minute for national traveling, Post covid event excitement has passed and more event competition.*
- Positive meeting with Rivian. Getting back to us before the holidays. Likely an in-kind, experience partnership sponsor.
- In Good Company PR. for Passport to help to add credibility & attract new followers for this year and upcoming years. Focus on lifestyle & high-end hospitality publications. Discounted fee of \$10,800 instead of reg. rate \$24,000 for 4 months of work.
- Rafanelli capacity update/ as of Tuesday afternoon, a full plan is in place.
- Add a ticket link at the top of our passport website page.
- Offer wineries to meet 1 on 1 if they have any questions about the weekend or need help with marketing and promoting.
- Start thinking about next year where the reimbursements for wineries are possibly correlated to ticket sales.

## **UPCOMING MENTIONS & PRESS:**

- Healdsburg Chamber / Stay Healdsburg are putting our holiday promos and info for passport in their newsletter on December 18<sup>th</sup>.
- Hotel Trio to do a Passport paid social media ad this week
- Google has sent our event in their employee newsletter.
- We will be added the Local Getaways/Marin Magazine calendar (confirmed by Dana Rebmann).
- Julie Rothberg with Odyssey Wine Academy shared Passport email in her own email campaign.
- Reached out to Sonoma Mag Publisher and Editor in Chief directly about a featured story – waiting to hear back.
- Mens Journal – Spoke to Matthew (wine journalist) and he is interested in doing a story. Asked to circle back in the new year.

- We are in the events calendar for Sonoma County Tourism and looking into their app. We should be added to a newsletter for our holiday promo soon.
- Passport event submitted to California Wines
- WIN will be including a video of us for Passport in their Afternoon Brief email campaign.
- Eblast Campaigns with Sonoma Mag and Marin Magazine.

### **MEMBERSHIP:**

Adding 3 new winery members and 1 grower for 2024:

- Cartograph (2025 new tasting room and vineyard on Chiquita)
- Dancing (vineyard and new wine label)- no brick and mortar
- Yoakim Bridge- Williamson Wines
- Clendenen Vineyard Management (45 acres Zin & Merlot)

Community Benchmark- on hold for now- there was a hidden set up fee of \$200 per winery and they do not want to prorate wineries already part of the system.

Elaine and Art for the 2 seats in the DCVCAC- waiting for next steps

Respectfully submitted,

Lauren Fremont George Christie Board Secretary President

Next Meeting – January 9, 2023 at 9:00am Adjournment 10:40 a.m.

<p>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.</p>
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