



WINEGROWERS OF DRY CREEK VALLEY®  
Tuesday, January 9, 2024, 9 a.m.

The meeting was called to order at 9:01 a.m. by Vice President Art Murray.

**In attendance via Zoom:** Directors Elaine Foppiano, Art Murray, Mark Orsi, Susie Selby, Mark Vernon, Erik Miller, Andrea Wolcott

**Absent:** Jack Seifrick and George Christie

Last month's minutes were approved via email.

**TREASURERS REPORT:** Mark

Bank Balance Last month & as of January 5

Checking:	\$144,636/	\$92,114
Money Market:	\$87,025/	\$187,050
SBA Loan:	\$151,197/	\$151,286
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<b>TOTAL</b>	<b>\$382,858/</b>	<b>\$430,450</b>

**MEMBERSHIP:**

- o All 2024 invoices went out January 2- 16K paid and 89K unpaid. All have till the end of this month.
- o LF to double check sign cost with Healdsburg Signs to make sure budget is accurate.
- o LF to send email to members about new monthly grower/winemaker committee meeting
  - DaVero to host 1<sup>st</sup> grower meeting- Date TBD
  - Byron Olson- Olson Family Vineyards LLC idea on vine consolidated order
  - Collect info for grape marketplace and connect with buyers

### **UPCOMING EVENTS:**

- **January 24-** Google (Baca, Papapietro, Quivira)- next events lined up
- **January 27-** ZIN Ex (focus on Passport promotion & education/ case donations from Orsi, MoniClaire and Selby)
- **February 10-** Steelhead Festival (pouring will be Orsi and MoniClaire- looking for 1 sparkling donation AND 1 grower to help with soil sensory table and vine talk for kiddos)

### **PASSPORT 2024:**

- Current net sales are \$178,370
  - Friday 259 of 500 tickets
  - Saturday/Sunday 655 of 2000 tickets
- Tracking 100K behind last year at this time (reminder that winery reimbursement will be \$110,500).
  - Should ticket sales not be what we expect in the last 2 months, LF to cut some expenses that don't affect the guest experience
- Rafanelli *reservation only plan is complete. Less blowback than anticipated.*
- Added a ticket link at the top of the Passport website for ease.

### **MARKETING AND PR:**

#### **In Good Company PR**

- sent out their first two pitches – will update us on responses soon. Working doc is [HERE](#).

#### **Ads**

**Money Spent:** 13 Ads = \$4,428 \*\* Includes the following current ads running through end of month: Boosted event on Facebook & two Instagram ads. \*\*

- Average CTR is 0.65%.

In general, Instagram feed ads see CTRs between 0.22% and 0.88%, whereas Stories ads experience a narrower CTR range of 0.33% to 0.54%.

- Combined ad link clicks (Save the Date) via Instagram: 1,282

- Combined ad link clicks (Live Tickets) via Instagram: 3,242
- Combined profile link clicks (Save the Date) via Instagram: 60
- Combined profile link clicks (Live Tickets) via Instagram: 3,012

- Combined account reach (Save the Date) via Instagram: 75,214
- Combined account reach (Live Tickets) via Instagram: 384,933

*\*\* The number of Accounts Center accounts that have seen this post, including in an ad. Reach is different from impressions, which may include multiple views of your post by the same Accounts Center accounts. \*\**

- Impressions served (Live Tickets) via Instagram: 496,477

*\*\* The number of times your post was on screen, including in ads. \*\**

#### **Boosted Facebook Event:**

- Account reach: 9,428
- Link clicks: 225
- Will run through end of month and will revisit.

#### **COMING UP –**

#### **Sonoma Mag Dedicated Email: Cork + Fork Email**

- 30-50% open rate and 13,000 subscribers.
- Cork + Fork EMAIL (wine and food specific) falls under the Sonoma mag umbrella and subscribers to the cork + fork newsletter are sent the email on behalf of Sonoma Mag.
- All subscribers opt in, so they are looking for this type of specific content.
- All our own content and we can include a blurb about signing up to our own newsletter/mailling list. Great tool to grow our own list.
- Need to pick the date for this – waiting to hear back from the Account Executive.

#### **Newsletters, Partnerships & Possible Articles:**

- Healdsburg Chamber | Stay Healdsburg "Work, Live & Play in Healdsburg" newsletter going out this week.
- Hotel Trio ad via social media on their end – set for January 18<sup>th</sup> and again in March.

- Marriott Newsletter Campaign through our partnership with Hotel Trio. Waiting on details.
- Partnering with Brooke Martin ([thebrookeblend](#)) to share Passport to her 80k followers in exchange for a media pass.
- [winetourism.com](#) wants to include Passport to Dry Creek Valley in their 2024 wine event guide as well discuss further on how they can highlight our wine region in their online publication.
- [@winedestinations](#) loves our area wants to discuss Passport so they can possibly attend and feature it... they would like to take some drone footage and feature some DCV wineries. 142k followers!
- In communication with a writer from the Press Democrat who focuses her writings on Healdsburg – hoping to get a story about Passport to DCV through her.
- Transparently, not much to share from Sonoma County Tourism.
- Have spoken to [Kathleen Willcox](#), [Noel Burgess](#), [Brian Freedman](#), [Amy Tara Koch](#), and [Matthew J Kaner](#) about sharing Passport with their followers/doing some articles. Waiting to hear back on confirmations.
- Possibly working with [Ray Isle](#), Executive Wine Editor for Food & Wine, on a giveaway including his new book and two bottles of the “Never Before, Never Again” blend that was made for the Sonoma Vintners Auction. We would be doing two separate giveaways, both including the same thing. I did also pitch him on a story.
- Possible giveaway partnership opportunity with [alepelofficial](#) – beautiful painted leather wine bag.

Respectfully submitted,

Lauren Fremont George Christie Board Secretary President

Next Meeting –February 20, 2023 at 9:00am Adjournment 9:49 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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