



## WINEGROWERS OF DRY CREEK VALLEY®

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

**In attendance:** Directors Jack Seifrick, George Christie, Elaine Foppiano, Mark Vernon, Andrea Wolcott and Susie Selby (via Zoom)

**Absent:** Art Murray, Mark Orsi, Erik Miller

Last month's minutes were approved via email.

### **TREASURERS REPORT:** Mark

Bank Balance Last month & as of February 19

|               |                   |                     |
|---------------|-------------------|---------------------|
| Checking:     | \$92,114/         | \$108,005.42        |
| Money Market: | \$187,050/        | \$257,150.64        |
| SBA Loan:     | \$151,286/        | \$151,376.45        |
|               | -----             |                     |
| <b>TOTAL</b>  | <b>\$430,450/</b> | <b>\$516,532.51</b> |

### **MEMBERSHIP:**

- ~ 18K unpaid and reminders have been sent.
- email to members about new monthly grower/winemaker committee meeting...only 1 response.
- Close to getting Passalaqua back as winery member.
- Board to sign Scholarship change.
- 7 affiliates members- goal of 10 by end of Q1.

### **PASSPORT 2024:**

- Current net sales are \$229,051.68
  - Friday 312 of 500 tickets
  - Saturday/Sunday 859 of 2000 tickets

- Still tracking 100K behind last year at this time (reminder that winery reimbursement will be \$110,500). 50% to goal
- Will have Rivian contract week of February 26

## **MARKETING AND PR:**

### **PRESS:**

- [Shelby Wax](#) (freelance for Vogue) is talking to her editor to confirm coverage - she is interested in visiting DCV and writing a feature on an elevated wine country Bachelorette. *Next steps soon.*
- [Liz Thach](#) (freelancer for Forbes) is interested in the business angle, and requested we follow up in early April as she would like to attend Passport.
- [Pat Doherty](#), the monthly columnist for Travel + Leisure's 'Best Places' is open to featuring Dry Creek Valley and Healdsburg in the upcoming summer months. In contact with Healdsburg Chamber and members for events/opening to highlight.
- Elsa Cavazos, Bilingual Freelance Writer and Journalist for The Press Democrat, etc. – In conversation about meeting to talk about Passport & Dry Creek Valley.

### **1:1 connection with Passport Details –**

- [Katie Kelly Bell](#) (freelancer for Forbes)
- [Erin Mosbaugh](#) (freelancer for VinePair)
- [Janice Williams](#) (freelancer for Wine Enthusiast)
- [Kaitlyn Rosati](#) (freelance for Forbes and InsideHook)

### **Q&As Done for Press –**

- New York Times x Wellness Bachelorettes
- Wine Industry Advisor x Wine non-profit partnerships

### **MARKETING:**

- 10.1k event views via Ticket Tailor – link shared through email blasts, members and social media.
- Giveaway (2/12-2/18) in collaboration with Sonoma County Vintners and Ray Isle, Executive Wine Editor of Food and Wine. \$12.6k uptick during Giveaway week!

- Brooke Martin, "The Brooke Blend" 80k+ followers & 5.4M reach: Story shares, dedicated post & email inclusion. She will be joining us for Passport weekend and will promote in real time as well.
- Olivia Wallach, "ollyverthevino" 14.4k followers: Working on a potential giveaway for a curated box of wine for her followers as well as giving her a discount code to share and promote.
- Newsletter going out on 2/20 in Marin Magazine in collaboration with Stay Healdsburg. Passport to DCV will be included.
- Sonoma Magazine 'Cork & Fork' Newsletter going out on 2/29 for Passport to DCV. 13k intentional subscribers all looking for things to do that include food and wine in the county.
- Partnership with Marriott through Hotel Trio: A set priced package, \$1100, which includes a 2-night stay and two 2-day Passport tickets. This will be promoted via Marriott starting on Mar 22. We will be able to promote internally with Hotel Trio before then.
- Region. to be potential new Affiliate Member. They will be helping us promote Passport to show support for Dry Creek Valley, an AVA they represent in their tasting room. We be included in email blasts, social media rotation and have collateral in the tasting room starting in March.
- March 6<sup>th</sup> Lauren to do the Vine, Wine & Dine Radio at The Matheson
- On the Radio with the Krush on March 14<sup>th</sup> to chat Passport to DCV with The Farm Bureau
- Amanda to be on the new Marketing Committee with Sonoma Vintners February 22 first meeting

#### **UPCOMING EVENTS:**

- March 20- Google- female winemakers
- April 14- Trash Pick up (board and/or staff participation)
- June 29- Outstanding in the Field X WDCV X Dry Creek Peach (blind tasting)

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| <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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