



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 April 8

Checking:	\$97,456.46/	\$84,962
Money Market:	\$257,268.18/	\$257,421
SBA Loan:	\$151,460.66/	\$151,550

TOTAL	\$524,185.30/	\$493,933

MEMBERSHIP:

- Unpaid are incoming- Sbragia deduct from reimbursement.
- 11 affiliates members- goal of 10 by end of Q1.
- Aesthete new winery paid/ contact at new Truett Hurst?

PASSPORT 2024:

- Current net sales last month \$229,051.68- as of 4/8 \$283,927.46
 - Friday 374 of 500 tickets
 - Saturday/Sunday 1061 of 2000 tickets
- Budget goal is \$533,750

- Winery reimbursement will be \$110,500
- Pre- Passport meeting was on April 3- great questions
- Supply pick up April 18

MARKETING AND PR:

Marketing –

- Instagram
- Facebook
- LinkedIn
- Google Ads
- WDCV emails to mailing list: 15k+
- Sonoma Mag Newsletter (working on doing another)
- Healdsburg Chamber Newsletter targeting locals for Passport and Wine-derlust Series
- Enso Village Community Newsletter
- Instagram Influencers: Brooke Martin, Olivia Wallach, Isabel Freeman (special shares with discount codes)
- Have seen a handful of participating winery email campaigns and social posts
- Region. (sponsor) email campaigns – collateral in the tasting room & social postings
- 17,600 views on Ticket Tailor site (up 4k from last month)
- Highway banner is up
- Sonoma County Vintners “Wine Month” page
- Possible new audience through Christine Rios, owner of Wineluv (10k+ subscribers)
- Waiting for legal to sign to officially announce Rivian
- Google mailing list
- Shoplocal discount code

Press –

- Forbes: [Discover Dry Creek Valley: 11 Must-Visit Wineries In Sonoma County.](#)
- PureWow: [30 Awesome and Unique Bachelorette Party Destinations.](#)
- Sonoma Mag/Press Demo: Connecting with new editor along with a few writers about Passport story.
- Press release going out this week.

Articles we are waiting on –

- [Shelby Wax at Vogue](#)
- [Matthew Kaner at Men's Journal](#)
- [Modern Luxury Silicon Valley](#) - print and digital
- [Lindsay Stein at BRIDES](#)
- [Becca Hensley at Travel Curator](#)
- & [The House Magazine.](#)

UPCOMING EVENTS:

- April 14- Trash Pick-up (board and/or staff participation)
- May 1- Sonoma Summit with SCV @ DCV w/ Kokomo, Ridge, Pedroncelli
- May 19- Table at Healdsburg Food & Wine 2 wineries first 2 hours / 2 wineries last 2 hours
- June 29- Outstanding in the Field X WDCV X Dry Creek Peach (blind tasting TBD)

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