



WINEGROWERS OF DRY CREEK VALLEY®
Tuesday June 11, 2024- 9am

The meeting was called to order at 9:04 a.m. by President George Christie.

In attendance: Directors George Christie and Elaine Foppiano

Via Zoom: Mark Orsi, Erik Miller, Mark Vernon, Susie Selby

Absent: Directors Art Murray, Andrea Wolcott, Jack Seifrick

Last month's minutes were approved via email.

TREASURERS REPORT:

Bank Balance Last month & as of June 10

Checking:	\$156, 583/ \$35,508
Money Market:	\$153,569/ \$152,676
SBA Loan:	\$151,638/ \$151,728 -----
TOTAL	\$461,790 /\$339, 912

Lauren had meeting for \$ sponsorship discussing with American Ag/ Kristen Tantarelli-asked for \$15K, will know early July if approved.

Lauren to ask Rebecca about a couple of budget lines that need to be put into other buckets.

2024-2025 ELECTIONS:

- Running again-
 - Elaine Foppiano
 - Mark Orsi
 - Jack Seifrick
 - Susie Selby
- One more year
 - Art Murray
 - Andrea Wolcott (continue as co-treasure with Mark)
 - Mark Vernon
- Today is their last meeting
 - Erik Miller
 - George Christie
- On the ballot
 - Danielle Price- Fat Dragron
 - Becky Rosales- Dutcher Crossing
 - Peter Oakes- BACA
 - Paul Tincknell/ Lytton Manor Vineyard
- Election timeline
 - May 31 election announcements
 - June 12 candidate to send statements.
 - June 26 all electronic votes are in via Jot Form
 - July 1 winners are announced.
 - July 9 1st meeting with new board- vote on executive board of directors
 - Late July board retreat- NewTree Ranch TBD

PASSPORT BRAINSTORM MEETING NOTES:

- Lower ticket prices – less discounts (a select few for certain people – make it feel more special)
- Single day tickets
- Friday only was a bit confusing but still well received – food/lack of confused people.
- Exposure is more important than sales during this time with our economy. Wineries want to get people here.
- Focus on being the authentic & family oriented DCV – not napa/elevated - back to DCV roots.
- Clearer communication – regular updates to wineries regarding headcount, etc.
- Better ticket site regardless of the ticket fees
- WDCV taking on catering is not necessary.
- Passport committee / Community Champions / Best Practices
- Partner with 2-3 hotels / find a way to cut attendees a break with lodging prices.
- Local discount – focus efforts on our own backyard.
- RED TAPE – hold wineries accountable for their efforts and ticket sales. Tie this to reimbursements if they are kept for next year. Their lack of effort is not WDCV's responsibility.
- No lottery for wineries – many wineries are members of WDCV because of Passport... if they aren't able to participate they will not be a member anymore.

- Saturday ONLY changes the dynamic of the event – keep it to at least two days and give the option to wineries on how they want to participate.

PASSPORT RECOMMENDATION:

Friday welcome cocktail party @ \$X with all smaller DCV wineries who cannot accommodate general public.

Wineries can decide which day or both. (presale prices and then post new years pricing)

11- 4pm Saturday Passport @ \$X

11- 4pm Sunday Passport @ \$X- Sonoma County locals discount

2 day @ \$X- Sonoma County locals discount

Shuttle option- hop on hop off @ \$X (look at this as a year round revenue maker- win

Add on Farm/vineyard experiences Saturday/ Sunday AM

All reimbursements are tied to marketing efforts and ticket sales- LF to come up with a formula

UPCOMING EVENTS:

- o June 12- Google
- o June 20- Taste of Sonoma
- o June 29- Outstanding in the Field X WDCV X Dry Creek Peach (blind tasting)
 - CAST, DCV, Williamson/ Yoakim Bridge, Breaking Bread
- o 1 more grower seminar- Late July- Social Media
- o 1 pre-harvest sunset sipper- Mid August- likely at Trattore
- o Annual Meeting/ Holiday TBD
- o December 13- Event with Stay Healdsburg TBD location up to a 10K sponsorship

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