



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

The meeting was called to order at 9:02 a.m. by Vice President Art Murray.

In attendance: Directors Elaine Foppiano, Mark Orsi, Mark Vernon, Art Murray, Andrea Wolcott, Dani Price, Becky Rosales, and Peter Oakes

Absent: Susie Selby

Last month's minutes were approved via email.

WELCOME NEW BOARD MEMBERS:

- Danielle Price- Fat Dragon
 - Becky Rosales- Dutcher Crossing
 - Peter Oakes- BACA
- Board Retreat on Tuesday August 13 @NewTree Ranch
 - 9:00 - 10:00 AM Arrival- Breakfast, brainstorm, board assignments and officer election at The Estate Villa Dining Room with Farm Fresh Quiche, Fruits, Coffee, Tea & Juice
 - 10:00 - 11:00 AM Sound Journey Experience at The Pasture
 - 11:00 – 12:00 PM Goals and planning
 - 12:30 - 1:00 PM Garden Tour
 - 1:00 – 2:00 PM Seed-To-Table Dining Experience in The Garden
 - 2:00 PM Departure
 - New winery member- Passalacqua

TREASURERS REPORT:

Bank Balance Last month & as of July 8

Checking:	\$35,508/ \$9,072
Money Market:	\$152,676/ \$122,753
SBA Loan:	\$151,728/ \$151,815

- Pending 15K Sponsorship with American Ag will know this month.
- Pending Sponsorship with Vintage99 Labels.
- Pending Sponsorship with Restoration Hardware for Passport Welcome Night.
- Healdsburg District Development Grant application released this summer August 17/ ask for double what we asked for last year. 20K
- Sonoma County Tourism grants are paused until further notice.
- Look at crop insurance brokers for sponsorships
- Tractor Co.
- Amex
- Chase Sapphire

PRESS:

- See handout for pitches. Amanda to talk upcoming goals.
 - Promote Rhone varietals as a press pitch

PASSPORT NEXT STEPS:

- Lauren to review handout with pricing and reimbursement structure.
- Vote on this piece to unblock
 - Develop marketing and press strategy
 - Branding
 - Website and ticketing site/ Ticket Spice
 - Winery communication and weekly tracking
 - Ticket sales- move up to first week in October
 - Create a Passport Committee

UPCOMING EVENTS:

- July 31- Mastering Marketing Over Coffee @ Orsi
- August 7- Google (TBD if lottery is needed)
- August 15- pre-harvest sunset sipper @ Trattore
- Annual Meeting/ Holiday TBD
- December 13- Event with Stay Healdsburg @Little Saint up to a 10K from Stay Healdsburg
 - Cocktail party
 - Ticket profit sharing with Little Saint based on expenses.
 - Wineries to sign up, pour, and sell / possible lottery.
 - % to go to scholarship to allow pouring and selling.

Respectfully submitted,

Lauren Fremont, Board Secretary

Next Meeting –August 13, 2024 at 9:00am at NewTree Ranch

Adjournment 10:39 a.m.

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.