



WINEGROWERS OF DRY CREEK VALLEY®

Tuesday October 8, 2024, 9am

The meeting was called to order at 9:03 a.m. by Co-President Mark Orsi

In attendance: Directors Mark Vernon, Mark Orsi, Dani Price, Becky Rosales, Peter Oakes, Paul Tincknell, Susie Selby, Elaine Foppiano (via Zoom)

Absent: Andrea Wolcott

September minutes were approved via email.

TREASURERS REPORT:

Bank Balance Last month & as of October 4

Checking:	\$24,006/ \$15,598
Money Market:	\$62,854/ \$62,872
SBA Loan:	\$151,996/\$152,083 -----
TOTAL	\$238,856/ \$230,553

Lauren to have 2025 budget to review at November board meeting.

NEW INCOME:

- Confirmed 5K Sponsorship with American Ag deposited.
- \$2,295 from OITF deposited.

PENDING INCOME:

- Healdsburg District Development Grant 12.5K
- Passport (once a week payout) just over 31K
- New winery memberships
 - Truett Hurst/ VML

- Portalupi

GRANTS:

- SCT has decided to re-open their grant- Due November 15 between 5K-10K possibly awarded. Board suggests asking for 10-12.5K.
- <https://western.sare.org/grants/professional-producer/> Due October 22
 - Sending to all wineries to review/ Lauren to ask Brooke for suggestions.

MARKETING/ PRESS:

- ComeOverOctober casual sip & tell at Amista Oct. 14th
- Social media highlight announcing what special things our members are doing in support of Come Over October.
- Healdsburg Crush: Oct. 13th (promoting Passport)
- Google Tasting: Nov. 6th (promoting Passport)
 - Amanda to ask about a doing a ticket giveaway to put out to their larger newsletter.
- Season to Sparkle event at Little Saint: Dec. 13th – Tickets go on sale end of October.
- Tell the story of Dry Creek Valley: North, South, East & West (social media series)
- Look into how we can make the photo slides useable for us
 - Amanda to reach out to info@shutterbugcamera.com in Santa Rosa.

PASSPORT:

- Industry average conversion rate is 2-5%. We are currently trending at 14%
- **Sales** - 2023: \$ 54,457.94 | 2024: \$31,597.54
- **Tickets** - 2023: 284 | 2024: 268
- Is Dropbox confusing? Ask for input from the board via participating wineries because participants aren't posting in order that things are laid out in.
 - Lauren to reach out to participants and say okay to complete in month instead of week.
- Finishing Friday (day) page to have linked on our Passport website page
- Working on Google Ads and continuing to add to event calendars for local and nationally recognized publications.

- Working on securing a Non-Alcoholic Beverage sponsorship (Poppi, Olipop, Mingle Mocktails, etc.)
- Press release to go out, separate from story pitch to Dana Rebmann
 - **Amanda to reach out to WSJ and SF Gate.**
- Secured Vinglace as an in kind sponsor for Friday welcome party... all guest will receive [these/ custom for Passport](#). Do you want to use real glasses for the evening?
 - **Yes to real glasses for the evening/ use last years.**

UPCOMING EVENTS:

- **October 13**, Healdsburg Crush
- **November 6**, Google
- **Date & location TBD**, Annual Meeting/ Holiday
 - *guest speaker- Glenn Proctor of Ciatti (Mark O. to intro Lauren once we have a date)*
- **December 13**- Event with Stay Healdsburg @Little Saint from Stay Healdsburg
 - *Estimate revenue for WCVD- \$4500 (late December)*

Next Meeting – November 12, 2024 at 9:00am Adjournment 9:49 a.m.