



WINEGROWERS OF DRY CREEK VALLEY®
Tuesday September 10, 2024- 9am

AGENDA
9am-9:30am meeting
9:30am-10am special guests from [Enolytics](#)

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

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

August Board Retreat Minutes were approved via email.

WELCOME NEW BOARD MEMBER:

- Paul Tincknell- [Lytton Manor Vineyard](#)

BOARD COMMITTEES:

EVENTS/MKGT	GRANTS	SPONSORSHIPS	AG & POLICIES
• Peter Oakes/ BACA Wine • Becky Rosales/ Dutcher Crossing • Susie Selby/ Selby Winery	• Paul Tincknell/ Lytton Manor Vineyard (grower) • Mark Vernon / Ridge Vineyards	• Danielle Price/ Fat Dragon Wine (grower) • Mark Orsi/ Orsi Family Vineyards	• Elaine Foppiano/ E. Foppiano Vineyards (grower) • Andrea Wolcott / The Wolcott Vineyard (grower)

TREASURERS REPORT:

Bank Balance Last month & as of September 9

Checking:	\$9,072/ \$24,006
Money Market:	\$122,753/ \$62,854
SBA Loan:	\$151,815/ \$151,996 -----
TOTAL	\$283,640/ \$238,856

- Confirmed 5K Sponsorship with American Ag per year for three years (to arrive in the next week or so)
- Healdsburg District Development Grant (ask was 20K) Approved/ pending total \$ week of 23rd.
- Still waiting on \$2,295 from OITF. Mostly to go to wineries
- Waiting to hear from Chase Sapphire and <https://vinglace.com/> as Passport Sponsors.
- Waiting on terms for renewed Rivian sponsorship.
- Possible sponsorship of Friday evening event with SF Magazine.
- Passport Hotel partner with Piazza Hospitality.

MARKETING/ PRESS:

- Press Release for new BoD completed & sent out
- Press Release & Passport pitch to go out to media list for Ticket launch end of September
- Interview with KSRO about Goop highlight for DCV & Healdsburg
- Connection with JPR (Stay Healdsburg's PR) established regarding Season to Sparkle, Passport, and Come Over October. Press & Media trip in Dec. – WDCV to be included for possible gift baskets, etc. to highlight Dry Creek Valley and Influencer trip in November, WDCV to also be included. JPR will be following up with details
- Passport marketing calendar to be done this week for WDCV
- Finalizing creatives & copy for Wineries regarding social media and dedicated emails for Passport to DCV
- Website updates & Passport page to be done this month for ticket launch

PASSPORT:

- Only one Saturday slot left/ super positive feedback (Amista & Breathless)
 - See doc for participants.
- Building out TicketSpice
- Website updates
- Collateral in the works

UPCOMING EVENTS:

- **September 20**, SCV tour of Dry Creek Valley
- **September 30**, 2pm-3pm location TBD Grower/Vineyard grant program
- **October 1**, 10am Passport tickets go live
- **October 13**, Healdsburg Crush
- **November 6, Google** (to be released to members)
- **Date & location TBD**, Annual Meeting/ Holiday
 - Possible guest speaker- Broker to give state of the industry- Glenn Proctor of Ciatti (Mark O. to intro Lauren) **confirmed via Mark Orsi**
- **December 13**- Event with Stay Healdsburg @Little Saint from Stay Healdsburg
 - Estimate revenue for WCVD- \$4500 (late December)

SPECIAL GUESTS 9:30AM-10AM ZOOM:

- Cathy Huyghe/ Co-Founder, [Enolytics](#) |
- Alison Smith-Story/ VP of Supplier Relations

[ENO Insights](#) is now LIVE. We would so love for a whole bunch of Dry Creek Valley wineries to participate. It is at no cost to the wineries, who will be able to "dip their toe" into using data and seeing their performance updated daily. With enough participation from members, we'll also be able to do benchmarking, region by region and eventually AVA by AVA.

NEXT STEPS: Ridge team to review this tech against Benchmark and get back to Lauren on proceeding with winery communication

Next Meeting – October 8, 2024 at 9:00am

Adjournment 10:31 a.m.