



Connecticut Farm Wine Development Council
PASSPORT SUBCOMMITTEE
Meeting Minutes for April 8, 2015

Subcommittee Members Present: Hillary Criollo, Hopkins Vineyard; Jim Frey, Walker Road Vineyard; Michelle Niedermeyer, Lost Acres Vineyard; Blaze Faillaci, Dalice Elizabeth Winery; Cara Sawyer, Preston Ridge Vineyard; Jane Slupecki, Connecticut Department of Agriculture.

Call to Order

Jane Slupecki called the meeting to order at 10:06 a.m.

Approval of 12/3/2014 Meeting Minutes Approval

Blaze Faillaci made a motion to accept the December 3, 2014 minutes as submitted. Jim Frey seconded. The motion passed unanimously without discussion.

2015 Passport Distribution and Marketing Efforts

Jane Slupecki updated group on the printing and distribution of the 2015 Passports. The group discussed the quality of the printing of the Passport, and past issues and solutions offered by the printing firm. It was agreed the 2015 Passport distribution system will remain the same. A conversation was held on how to plan and proceed with future years of the Passport, with or without funding, pending changes to the Community Investment Act funding for the Council. The 2015 Passport season's Facebook page, the affiliated Block Grant promotion and process and how it will be managed was discussed.

Passport "App"

Both Blaze Faillaci and Jane Slupecki will pursue options for very affordable or free development of the first phase of the Passport application. The second phase of the application was discussed. Michelle Niedermeyer sent the group an email about a designer of applications. Other good examples of wine "apps" were shared. The group firmly agrees the development of the application is important to the program.

Other Business

There was an extensive conversation of how to encumber monies for the use of the Council. A budget for the publication of the Passport, and other expenses of the Council, with its miscellaneous expenses, was discussed. Further investigation will occur. The Committee will have a conference call on April 29, 2015, at 10 AM, to discuss findings and details in preparation of reporting to the full Council at the June 11, 2015 meeting.

Meeting Adjourn

Meeting adjourned at 11:36 am.

Respectfully Submitted,

Jane M. Slupecki
April 10, 2015