

DRAFT

Connecticut Farm Wine
DEVELOPMENT COUNCIL



Connecticut Farm Wine Development Council PASSPORT SUBCOMMITTEE

Meeting Minutes for September 4, 2013

Chairman

Steven K. Reviczky steven.reviczky@ct.gov Commissioner of Agriculture. P

Subcommittee Members

Dick Auger	dick@taylorbrookewinery.com	Taylor Brooke Winery	P via conf cal
Jamie Jones	jamie@jonesfamilyfarms.com	Jones Family Farm & Winery	P
Gary Crump	garyvin27@sbcglobal.net	Priam Vineyards	P
Michelle Niedermeyer	michelle108_us@yahoo.com	Lost Acres Vineyard	P
Judy Ferraro	ctvalleywinery@yahoo.com	CT Valley Winery	P

Department of Agriculture Attendees

Jaime Smith jaime.smith@ct.gov DoAg

1. Welcome and Review of Sub-committee goals

1.1 The meeting was called to order at 10:10am by Commissioner Reviczky, Subcommittee Chairman. Chairman Reviczky discussed the importance of enhancing and refreshing the passport program by putting our minds together and throwing ideas out to improve upon the successful program.

2. Discussion on Current Passport Prizes

- 2.1 A matrix outlining the prizes offered in past years through 2013 was distributed (attached). It was also noted that in the early years of the program the grand prize destination was CA, France, and Germany.
- 2.2 Mrs. Smith will contact the state travel agent to see what other options are available for a grand prize destination. The same timeframe, budget, etc will be taken into consideration. A cruise voucher will be priced out as one of the options.
- 2.3 It was suggested that surveying the people who have submitted passports for the drawing the last few years to get their thoughts on the prizes and program would be beneficial. Suggestions for questions would include: how big of a draw are the prizes, why do you participate, etc.
- 2.4 Mrs. Ferraro made a motion to start crafting a survey which will be sent out to past passport participants to get feedback on various aspects of the program. Mr. Jones seconded the motion. The motion passed unanimously.
- 2.5 It was brought up that there have been concerns about teachers not being able to take advantage of the grand prize. It was noted that when a teacher has won, the travel dates were adjusted to fit their school vacation schedule.

2.6 There are no known complaints about the prizes currently offered from passport participants.

3. Suggestions for 2014.

- 3.1 Mrs. Smith noted that a number of different companies have approached her about being a prize. It was suggested that there be different levels of sponsorship, with the highest level being the back cover.
- 3.2 There is concern that not all of the wineries are handing out the passports as often as they can or should be. It was suggested that a stamping location be added to the front cover of the passport which the starting winery would have to stamp. This would allow more oversight into who's handing out the passports and where they're originating from.
- 3.3 Do more advertising online/Facebook. Develop a website (or pages) for the program, do a newsletter, etc that can remind people of the start of a new year/closing of one.
- 3.4 A larger press push needs to be done in May when the wineries are slow and the passport is first released.
- 3.5 Ask wineries how many boxes of passports are leftover so we have a better idea as to the number distributed.

4. Other Discussion

- 4.1 It does need to be acknowledge that there has been growth over the years and more can be done to increase the number of completed/submitted passports.
- 4.2 There was also discussion on ways to highlight wineries that are going more than the state statute requirement of 25%.

5. Meeting Adjourn

- 5.1 The meeting was adjourned by Chairman Reviczky at 11:14am.

Next Meeting

The next meeting date is to be determined sometime after the Big E and end of harvest.

Respectfully Submitted,



Jaime L. Smith