



Connecticut Farm Wine Development Council (CFWDC)

Minutes for June 12, 2014

Council Members

Steven Reviczky	steven.reviczky@ct.gov	CT Dept of Agriculture	P
Russell Holmberg	Russell@holmbergorchards.com	Holmberg Orchards	P
Hilary Criollo	hopkinsvineyard@charter.net	Hopkins Vineyard	P
Linda Auger	linda@taylorbrookewinery.com	Taylor Brooke Winery	P
Jim Frey	frey65@sbcglobl.net	Walker Road Vineyard	P
Michelle Niedermeyer	michelle108_us@yahoo.com	Lost Acres Vineyard	P
Jonathan Edwards	jonedwards@jedwardswinery.com	Jonathan Edwards Winery	P
Jamie Jones	jamie@jonesfamilyfarms.com	Jones Family Farm & Winery	P
George Motel	gmotel@bozzuto.com	Sunset Meadow Vineyard	P
Gregory Weidemann	gregory.weidemann@uconn.edu	Dean, UConn Coll. of Ag	P
Dr. Frank Ferrandino	frank.ferrandino@po.state.ct.us	CT Ag Experiment Station	P
Cameron Faustman	cameron.faustman@uconn.edu	Director, Storrs Experiment Station	P

Farm Winery Attendees

Robert Chipkin	cassidhillvineyard@comcast.net	Cassidy Hill Vineyard
Joe Gouveia	GouveiaVineyards@sbcglobal.net	Gouveia Vineyards
Jim and Maureen Jerram	JerramWinery@hotmail.com	Jerram Winery
Crhris Granger	Chris@landofnodwinery.com	Land of Nod
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Steven Vollweiler	svollweiler@yahoo.com	Sharpe Hill Vineyard
Dee Jayne	Dee.DaliceElizabeth@gmail.com	Dalice Elizabeth Winery
Blaze Faillaci	Blaze.Dew@gmail.com	Dalice Elizabeth Winery
Keith Bishop	winery@BishopsOrchards.com	Bishop's Orchards Winery

Department of Agriculture Attendees

Jaime Smith	jaime.smith@ct.gov	DoAg
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Guests

None.

1. Call to order

1.1 The meeting was called to order at 10:36am by Acting Chairman George Krivda.

2. Meeting Minutes Approval, March 21, 2014

2.1 A motion was made by Mr. Motel to accept the minutes as submitted. The motion was seconded by Dr. Ferrandino. The motion passed with five yea's. All newly appointed members abstained.

3. Treasurer's Report

- 3.1 Mrs. Smith reported a balance of \$144,661.47 in the Council's account with \$63,917 encumbered.
- 3.2 A motion was made by Dean Weidemann to accept the report as presented. Mr. Frey seconded and the motion passed unanimously.

4. Chairman's Report

- 4.1 Acting Chairman Krivda noted that in Commissioner's absence there is no official report however the agency would like to welcome the new board members.
- 4.2 The Acting Chairman noted that the agency does continue to make strides to support and grow the industry. He thanked all that have participated and shared views and concerns the last few months and reminded everyone they are always welcome to do just that.
- 4.2 The Acting Chairman concluded remarks by doing roundtable introductions.

OLD BUSINESS

5. Public Comment Period Regarding Old Business (5 minutes)

- 5.1 Gary Crump, Priam Vineyards – served on the Council for many years starting when there was only seen vineyards. He stated that he hopes for energy to grow the industry in CT and that it's been a pleasure serving.
- 5.2 Bob Chipkin, Cassidy Hill Vineyards – Two comments: 1) Regarding the vote on passport program: He understood that board members should abstain from things which they have an interest in and therefore many that voted at last meet that should have abstained due to a conflict of interest. 2) The recent Hartford Courant article was a poor way to get unanimity. The article gave CT wine industry a black eye.
 - 5.2.1 Acting Chairman Krivda stated that the media makes the story and we have limited control over the outcome.
- 5.3 Keith Bishop, Bishop's Orchards – The Council should be supporting CT grown wines and increasing that amount produced in CT. This should be emphasized even though there are challenges to preserve the integrity of CT wine.
- 5.4 Chris Granger, Land of Nod – when new programs are introduced, vineyards should be informed before they make their wine, especially in regards to the CT wine certification program.
 - 5.4.1 Board member Mrs. Linda Auger stated that the public assumes wineries that are not in program then they are not eligible. We chose not to participate in program because she did not agree with program, even though they are over 50%

At the conclusion of the Public Comment Period, the Passport Marketing Campaign was added as an agenda item to Old Business.

6. Council Appointments

- 6.1 Acting Chairman Krivda again welcomed the new members but noted this was previously discussed.

7. 2014 Passport Program Status

- 7.1 Mrs. Smith reported there was an extensive list of problems with the printer and binder this year which resulted in poor distribution prior to the start of the program. Bids from new vendors will be solicited next year
- 7.2 It was brought to the agency attention that the staples are not holding the center page well and Passports that come in with missing, taped or stapled pages need to be accepted in the drawing. It was suggested that staplers or tape are kept near at the tasting bar in case people are having problems.
- 7.3 Clarification on the two grand prize drawings: Those that get all 33 stamps are entered in both drawings. First drawing for just those Passports with 33 stamps, then those that do not win are entered in 2nd drawing.

8. Tourism Conference, April 24th

- 8.1 Mrs. Smith exhibited on behalf of the industry at the state's tourism conference on April 24th. The table is expensive but overall it's worth it given the visibility. A number of requests for brochures/passports were collected.
- 8.2 A number of people requested a list of wineries that host events/provide entertainment/etc. Mrs. Smith will be developing such a list with the agency's intern.

9. 2014 Passport Marketing Campaign

- 9.1 Mrs. Smith reported that bids were solicited and The Pita Group was awarded the purchase order to conduct a marketing campaign for the 2014 Passport program not to exceed \$35,000.
- 9.2 Discussion followed on the submitted marketing proposal.
- 9.3 Ms. Niedermeyer suggested that a face to face with The Pita Group take place to have a better understanding about how the proposal was created.
 - 9.3.1 Mrs. Smith will contact The Pita Group and let the Council know when the meeting will take place. Those that participate will determine, based on the outcomes of the meeting with The Pita Group, if action or a vote needs to take place prior to the September Council meeting.

Chairman Reviczky joined the meeting at 11:26am

- 9.4 A motion was made by Mr. Edwards to authorize the spend for two aspects of the proposal: Pinterest and Pandora, keeping the rest of money in reserve to be spent after formal meeting. The motion was seconded by Ms. Criollo. After some discussion the motion passed unanimously.

NEW BUSINESS

10. Public Comment Period Regarding New Business (5 minutes)

- 10.1 Bob Chipkin, Cassidy Hill Vineyard – The distinction between CVWA and the Passport needs to be clarified in The Pita Group's proposal.
- 10.2 Chris Granger, Land of Nod – Inquired about the wine brochures and the need for them to be updated because her hours are wrong.
 - 10.2.1 Mrs. Smith informed her it's on the agenda for discussion later.
- 10.3 Keith Bishop, Bishop's Orchards – recognized that the dollars spent on the marketing campaign are good but a duplication of efforts can be inefficient. A question on the Facebook page and how will it be maintained next year was asked.
- 10.4 Gary Crump, Priam Vineyards – having a passport in hand is great for all wineries. Not just CVWA members. Gets the word out and serves the whole industry.

10. Big E Subcommittee Report

- 10.1 Mrs. Smith reported the subcommittee discussed ways for everyone who signs up to exhibit to sell through the entire fair, the booth renovations, and way to reduce labor costs. Mrs. Smith stated she will be soliciting dates from wineries in the very near future.

11. Wine Brochure

- 11.1 Ms. Niedermeyer made a motion was made to reprint 2500 copies of the wine brochure. Mr. Frey seconded. The motion passed unanimously.
 - 11.1.1 Mrs. Smith noted that any changes wineries want made to their info can be posted online.

12. Other Business

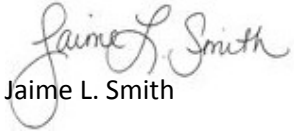
- 12.1 Mr. Motel made a motion to add to the agenda the Wine Councils sponsorship of the 2014 CT Wine Festival. Ms. Criollo seconded. The motion carried unanimously.
 - 12.1.1 Customarily, the Council supports radio promotion of the CT Wine Festival.
 - 12.1.2 Mrs. Auger moved to spend up to \$5,775 to support the CT Wine Festival through a radio sponsorship. Ms. Criollo seconded and discussion followed. The motioned pass unanimously.
- 12.2 Chairman Reviczky thanked past council members for their years of service and welcomes the new members.
- 12.3 There was no other business to discuss.

13. Industry Research and Extension Needs

- 13.1 Chairman Reviczky introduced Mary Concklin who came to solicit feedback on industry needs from Extension.

The meeting was adjourned at 12:18pm. The next meeting is September 11, 2014

Respectfully Submitted,


Jaime L. Smith