



Connecticut Farm Wine Development Council (CFWDC)

Special Meeting Minutes for November 5, 2014

Council Members

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

Farm Winery Attendees

Keith Bishop	Bishop's Orchards and Winery
Judy Ferraro	CT Valley Winery
Blaze Falliaici	Dalice Elizabeth
Aaron	Haight-Brown Vineyard
Margaret Ruggerio	Paradise Hills Vineyard
Cara Sawyer	Preston Ridge Vineyard
George Motel Jr.	Sunset Meadow Vineyards
Eric Gorman	White Silo

Department of Agriculture Attendees

Jaime Smith	jaime.smith@ct.gov	DoAg
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Guests

None.

1. Call to order

The special meeting was called to order at 10:05am via conference call by Jaime Smith from room 129 at 165 Capitol Avenue in Hartford, CT.

2. Solicit industry feedback on the proposed mobile application for the Passport to Connecticut Farm Wineries program.

Each winery on the call was given up to three minutes to provide their thoughts and suggestions on a mobile app for the Passport Program.

The follow is a summary of similar messages throughout the call:

- Great idea overall – will appeal to a younger demographic, save time to both the user and winery and eliminate the 'forgetting' problem.
- Don't include too much information: less is more and info in current Passport should dictate info in mobile app.
- Allow wineries to update their own information and not go through a third party.
- Allow wineries to determine what info is included: if want to feature special events, deals, etc that's up to their discretion but it is not required.

- Comments: if included, keep them private for the wineries only and provide them in real time not at the end of the year.
- Push notifications would be preferred.
- Make the app useable year-round for information.
- Annual maintenance costs need to be understood
- Getting a 'stamp' options:
 - Scan QR code (scanner would have to be built into app)
 - Each winery gets a unique code (most popular)
 - Station so folks can get an e-stamp
 - Check in feature
- The main concern over getting a 'stamp': retaining that one on one interaction with customer.
- Link the app with social media outlets.
- Keep it simple! Don't reinvent the wheel, research what other 'trails' are doing already.
- Cell phone service could be a problem.
- Link to each wineries website.

Other Comments

- Give app users an incentive for using the mobile app because it's saving Council time and money for printing and distribution.
- Clearly communicate to the public it's one or the other: they cannot use both paper Passport and mobile app.

The special meeting was adjourned at 10:53pm.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Jaime L. Smith". The signature is written in dark ink and is positioned below the typed name "Jaime L. Smith".