

# DRAFT

Connecticut Farm Wine  
DEVELOPMENT COUNCIL



## Connecticut Farm Wine Development Council (CFWDC)

Special Meeting Minutes for July 2, 2014

### Council Members

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

### Farm Winery Attendees

None.

### Department of Agriculture Attendees

Jaime Smith [jaime.smith@ct.gov](mailto:jaime.smith@ct.gov) DoAg

### Guests

None.

### 1. Call to order

1.1 The special meeting was called to order at 10:36am via conference call by Chairman Steven Reviczky from room 161 at 165 Capitol Avenue in Hartford, CT.

### 2. Revised marketing campaign proposal from Pita Group

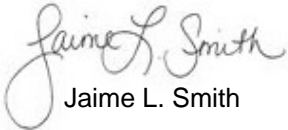
- 2.1 Ms. Criollo and Mr. Frey reviewed the discussion that took place during the in-person meeting with The Pita Group
- 2.2. Mr. Frey discussed the importance and need for a Passport to CT Farm Wineries app for smart phones in the near future.
- 2.3. The members discussed the need for The Pita Group to understand the differences between the CVWA and the Council and the importance of not just promoting the Passport but using the platform as an opportunity to promote the farm wine industry.
- 2.4 There was a question on the maintenance costs for Facebook in the future. Mrs. Smith will inquire with The Pita Group.
- 2.5 Mr. Frey made a motion to authorize the revised marketing campaign with a new lower cost of \$34,315 to promote the Passport and farm wineries. The motion was seconded by Ms. Criollo. Chairman Reviczky wanted to clarify that this cost is inclusive, not in addition to, the items which were previously approved during the Council's quarterly meeting in June. Chairman Reviczky called for the vote and the motion passed unanimously.

### **3. Big E Wine Booth: Expenses and Approach**

- 3.1 Mrs. Smith and Mr. Edwards reported on the meeting up at the Big E with Mr. Gary Crump, a member of the Big E sub-committee, and Mr. Don Poulin from the Division of Construction Services. During the meeting, the booth counters, etc were taped out and the needs in the new booth along with booth aesthetics were discussed.
- 3.2 Additional suggestions for things to incorporate into the booth along with the request to receive something in writing from building management that we will have this space for the long term was discussed. Chairman Reviczky will approach building management for such a letter.
- 3.3 A motion was made by Mrs. Linda Auger, seconded by Ms. Criollo to budget \$35,000 for the new booth build out. There was no discussion and the motion passed with six yea's and one abstention from Mr Frey.
- 3.4 Discussion took place on the need to budget for someone to manage the booth should sales of wine by all wineries be feasible during the 2015 Big E.
- 3.5 A motion was made by Mr. Edwards, seconded by Mr. Frey, to table the budget discussion until the Big E subcommittee explores the selling options and makes a recommendation to the Council on booth management. The motion passed unanimously.

The special meeting was adjourned at 12:28pm.

Respectfully Submitted,



Jaime L. Smith