



REGULAR MEETING MINUTES

December 9, 2021

10:00 AM

WebEx Meeting

Members Present: Commissioner Bryan P. Hurlburt, Linda Auger, Hilary Criollo, Jonathan Edwards, Jamie Jones, Dr. Michael O’Neill, Cara Sawyer, Rosemary Bove, George Motel, Richard Ruggiero, Washington daSilva

Member Absent: Indrajeet Chaubey

DoAg Staff: Rebecca Eddy, Kayleigh Royston, Allison Hughes

Guests: Mark Scherer, Keith Bishop

1. Call to Order: Commissioner called the meeting to order 10:04 a.m.
2. Review and approval of Regular Meeting Minutes of July 8, 2021: Rebecca Eddy noted Richard Ruggiero and Washington daSilva attendance amended in minutes. Dr. Michael O’Neill approved the amendment. Michael O’Neill motioned to approve minutes. Hilary Criollo seconded. All in favor, motion carried.
3. Public Comment: none
4. Reports
 - a. Financial
 - Rebecca Eddy recapped 2021 yearly budgets/expenditures and potential 2022 budget recommendations. Discussion ensued on program areas that came in under budget, ways to spend down the balance, and if there is a cap on surplus funds. No cap, however spending down is the goal to avoid any fiscal sweeps at year-end. Request made to receive financials in advance of meetings in the future. Motion to accept as presented by Linda Auger, seconded by Dr. O’Neill. All in favor, motion carried.
 - b. Legislative
 - Commissioner Hurlburt shared that the agency legislative package had not yet been approved. Discussion ensued on wine sales in grocery stores and farm winery tax exemption. Jamie Jones provided update on CVWA event held for legislators. Linda Auger provided information on audit pertaining to tax exemptions for farm wineries. Commissioner recommended that CVWA request a parody of farm brewery exemption for the wineries.



c. Big E

- Update on Big E 2021 Report given by Keith Bishop, Jonathan Edwards, and Mark Scherer. Rosemary Bove noted that DECD is willing to work with the farm wineries to promote. Rebecca Eddy provided update on permitting issues for 2021 and improvements moving forward. Jonathan Edwards and Keith Bishop noted their interest in operating the booth again. Linda Auger motioned to have Jonathan Edwards Winery and Bishop's Orchard & Winery as managers of the Big E booth for 2022 and 2023, seconded by Cara Sawyer. All in favor, motion carried.

d. Research and Education

- Rich Ruggiero provided an update on the virtual education meeting in October, which had 18 participants and requested suggestions for topics in 2022. Rebecca Eddy thanked Rich Ruggiero for his work on the meeting.
- Jamie Jones commented on Mary Conklin's retirement and hoping for a replacement for UConn. Jaime Jones motioned to write a letter to the Dean of UConn on behalf of the Council to petition for the replacement of Conklin. Letter to be drafted by DoAg and signed by Commissioner Hurlburt. Seconded by Jonathan Edwards. All in favor, motion carried.

e. Passport App

- Rebecca Eddy reported that the mobile app development is still in progress. Currently working to finalize the multi-lingual module. Looking for Android and iOS users to test. Would like to keep a narrow test group. Need to identify a release date and coordinate promote with Miranda Creative. Discussion ensued on a contingency plan for the app, if the timeline for app can not be established by February 28, 2022 paper passports will be printed as an insurance policy. CT Wine's Winter Passport program to end in April. Suggesting Passport app launch May 1, 2022.

f. Marketing

- Miranda Creative started work against marketing contract including blogs, social media, logo, and email campaign. Rebecca Eddy shared draft logos from Miranda Creative and asked for feedback. Discussion ensued from Council members, general consensus was option 2, but Rebecca will email out for further feedback.

5. Old Business: none

6. New Business: Motion to accept 2022 meeting dates by George Motel and seconded by Jamie Jones. All in favor, motion carried.



CONNECTICUT DEPARTMENT OF AGRICULTURE

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- February 10, 2022
- May 12, 2022
- July 14, 2022
- December 8, 2022

7. Adjournment: Motioned by Jonathan Edwards and seconded by Richard Ruggiero. All in favor, meeting adjourned at 12:24 p.m.

Respectfully submitted by Allison Hughes, AMIR 1, December 13, 2021.