



**Connecticut Farm Wine Development Council
REGULAR MEETING MINUTES**

July 8, 2021

10:00 AM

Microsoft Teams meeting

Members Present: Commissioner Bryan P. Hurlburt, Linda Auger, Rosemary Bove, Hilary Criollo, Jonathan Edwards, Jamie Jones, Dr. Michael O'Neill, Richard Ruggiero, Washington daSilva
Members Absent: Cara Sawyer, Indrajeet Chaubey, George Motel
DoAg staff: Rebecca Eddy, Jaime Smith, Crystal Morris
Guests: Ed DeCortin

1. **Call to Order:** Commissioner Hurlburt called the meeting to order at 10:06 a.m. welcomed Council members and guests. Introductions were made.
2. **Review and approval of Special Meeting Minutes of May 20, 2021.** Jon Edwards motioned to accept. Linda Auger seconded. All in favor, motion passes.
3. **Public Comment:** none
4. **Reports:**
 - a. **Financial:** Rebecca Eddy provided a financial update and reviewed the allocation of funds as voted upon at the December 2020 meeting. Richard Ruggiero made a motion to accept. Linda Auger seconded. All in favor, motion carries.
 - b. Commissioner Hurlburt reported that the legislative session adjourned June 9, 2021, however came back for a special session for the Cannabis vote.
 - c. **Big E:** Rebecca Eddy informed the board that the State of Massachusetts finished their reopening plan. The Big E will reopen without COVID related restrictions. No confirmation on meeting dates with Town of West Springfield. Rebecca confirmed that the application is ready to distribute to wineries for participation and once again will pursue both tasting and pouring permits. Discussion ensued on changes/repairs to booth spaces, changes to ticketing credentials for exhibitors and storage fees. Rebecca asked winery board members for feedback on participation this year.
 - d. **Research & Education:** Richard Ruggiero stated that he will start working on developing a program. Discussion ensued on topics. Rebecca asked about a timeline. Will target a fall date for an educational session. Washington DaSilva gave an update on Spotted Lanternfly (SLF) and the quarantine order. Rebecca to send Jon Edwards a link with info to share at upcoming CVWA meeting. Jamie Jones relayed that 75% of management challenges are due to invasive pests.



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Growing concern on impact of SLF.

- e. **Passport:** The contract is in place and the vendor is working on the app. They are further behind than anticipated. Discussion ensued on management of backend. Rebecca reported strong interest in participation. A training will be held for participating wineries to educate staff; prizes are being finalized. Discussion about possible pop-up COVID vaccine sites at the wineries.

5. **Old Business:** None

6. **New Business:**

- a. **CT Grown Magazine:** Discussion ensued regarding CT Grown Magazine and ad placement. Jaime Jones supports the idea of a full page and half page. Jon Edwards motioned to place a one page brand story at \$7,225. Hilary Criollo seconded. Rebecca provided update on ccc coo a 2 page spread with brand story on one page at \$7,955. Jon amended motion to go with that option. Hilary seconded amendment. Discussion ensued on doing one page editorial with one page display ad. All in favor, motion carries.
- b. **Media RFQ:** Motion to adjourn to executive session to discuss Media RFPs made by Jon Edwards. Linda Auger seconded. Motion passed. Motion made by Michael O'Neill to adjourn executive session, Linda Auger seconded. Motion Passed. Regular Meeting resumed at noon. Michael O'Neill made a motion to inform the selected vendor with the forthcoming account. Richard Ruggiero second. All in favor, motion passed.

7. **Adjournment:** Linda Auger motioned to adjourn the meeting. All in favor. Meeting adjourned at 12:05 pm.

Respectfully submitted by Rebecca Eddy, AMIR 2, August 2, 2021