

Connecticut Farm Wine
DEVELOPMENT COUNCIL



Connecticut
Farm Wine Development Council
450 Columbus Blvd., Suite 703
Hartford, CT 06103
www.CTGrown.org

Chairman
Commissioner Bryan Hurlburt

Council Members
Linda Auger
Rosemary Bove
Indrajeet Chaubey
Hilary Criollo
Washington DaSilva
Jonathan Edwards
Jamie Jones
George Motel
Michael O'Neill
Richard Ruggiero
Cara Sawyer

Administered by:



CFWDC Coordinator
Rebecca Eddy
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Allison Hughes
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February 9, 2022

Dear CT Farm Wine Development Council members,

Attached you will find the following items for your review prior to the next regular board meeting scheduled for Thursday, February 10, 2022, at 10:00 a.m. Meeting invitations were emailed last week and the link is also contained within the agenda.

- Meeting Agenda
- Regular Meeting Minutes of December 9, 2021
- Preview of new brand logo (Presentation by Miranda Creative at meeting)
- Financial Report/Budget Recommendations

If you have any questions, please feel free to contact Ally Hughes or myself. We look forward to meeting with you tomorrow.

Thank you,

Rebecca Eddy

Rebecca Eddy
CFWDC Coordinator

Enclosures



STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE
Office of the Commissioner



Bryan P. Hurlburt
Commissioner

860-713-2507
www.CTGrown.gov

Connecticut Farm Wine Development Council

REGULAR MEETING AGENDA

February 10, 2022

10:00 AM

WebEx Meeting

[Join on your computer or mobile app](#)

Click here to join the meeting

Password: EEmv9JW2A7

Or call in (audio only)

+1-408-418-9388 United States

Access code: 2634 477 9714

1. Call to Order
2. Review and approval of Regular Meeting Minutes from December 9, 2021
3. Presentation from Miranda Creative
4. Public Comment
5. Reports
 - a. Financial
 - b. Legislative
 - c. Big E
 - d. Research and Education
 - e. Passport App
 - f. Marketing
6. Old Business
7. New Business
8. Adjournment



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. 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.

DRAFT



BRAND STANDARDS

FY22 CFWDC Budget/Expenses

As of 2/7/21

Expenditures	\$66,326.90
Encumbrances	\$34,562.03
Available Balance	\$69,685.34

Program	Budget	Expenditure:	Encumbrances
Big E	\$ 15,000.00	\$ 14,139.90	\$ -
Marketing	\$ 55,000.00	\$ 50,600.00	\$ 4,400.00
Mobile App*	\$ 44,996.80		\$ 20,903.00
Research & Education	\$ 2,500.00	\$500	\$ -
Social Media Ads (Facebook/IG)	\$ 2,400.00	\$ 1,025.72	\$ 1,304.03
Misc		\$ 61.28	\$ 7,955.00

	Allocated	Paid
Mobile App*	\$44,996.8*	\$ 7,748.40
Prizes	\$10,000	

FY23 Budget Recommendation

Big E	\$ 8,000.00
Marketing	\$ 15,000.00
Mobile App	\$ 10,000.00
Prizes	\$ 10,000.00
Research & Education	\$ 2,000.00
CT Grown ad	\$ 6,000.00
Facebook Ads	\$2,400
	\$ 53,400.00