



STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE
Office of the Commissioner



Bryan P. Hurlburt
Commissioner

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www.CTGrown.gov

Connecticut Farm Wine Development Council

REGULAR MEETING MINUTES

December 8, 2022

10:00 AM

[Click to View WebEx Meeting](#)

Members Present: Hilary Criollo, Linda Auger, Cara Sawyer, Richard Ruggiero, Dr. Michael O'Neill, Jaime Smith (Commissioner designee), Jonathan Edwards, Jamie Jones, Indrajeet Chaubey

Members Absent: Washington da Silva, Maribel LaLuz, George Motel

Guests: Margaret Ruggiero-Mena, Keith Bishop

DoAg Staff: Rebecca Eddy, Ally Hughes

1. Meeting called to order by Jaime Smith 10:05 a.m.
2. Review and approval of Regular Meeting Minutes from February 10, 2022, and Special Meeting Minutes from June 23, 2022.
 - Dean Chaubey motioned to approve meeting minutes, and Linda Auger seconded. No discussion. All in favor, motion carried.
3. Public Comment (limit 3 minutes per speaker)
 - No public comment
4. Reports
 - a. Financial update provided by Rebecca Eddy. Currently approximately \$40,000 in unencumbered funds. Encumbered funds include \$25,000 for a media vendor, \$10,000 for passport prizes, \$10,000 for passport app maintenance/renewals, \$2,400 for social media \$20,000 for paper passport printing, \$2,400, and for Research and Education. Discussion ensued. Council will vote on budget at February meeting.
 - b. Legislative
 - Update was provided by members of the council who also serve on CVWA. Discussion ensued.
 - c. Big E
 - Jonathan Edwards shared an update along with a report of the wine sales in CT Building at Big E. Rebecca Eddy shared that expenses included booth fees, permit fees, printing and supplies. Discussion ensued.
 - d. Research and Education
 - Richard Ruggiero provided an update that the professor he wanted to present was not available for a webinar on Spotted Lantern Fly. Rebecca Eddy shared that it may be

possible to connect with others through her PIO connections. The council expressed interest for an in-person training to earn pesticide credit. Discussion ensued about options for UConn to provide venue and possible financial assistance for a training. Dean Chaubey provided suggestions for presenters at a training workshop in the future. Jonathan Edwards expressed interest in workforce development. Dr. O'Neill and Dean Chaubey shared that UConn will be holding intern and job career events in early 2023. Will send information on exhibiting to Rebecca Eddy for dissemination to wineries.

e. Passport App

- Rebecca Eddy provided an update for the passport as the season ends. Discussion ensued. Council members requested a formal press release and possible event to highlight winners of program to generate interest for next year.

f. Marketing

- Rebecca Eddy shared a marketing update that was provided by Miranda Creative for the past years work on contract. Report will be shared with the council.

5. Old Business

- No old business

6. New Business

a. Media RFQ (may move to Executive session)

- Dr. O'Neill made a motion to move to executive session to discuss the media RFQ and invited the appropriate DoAg staff to join. Motion was seconded by Linda Auger. Jonathan Edwards motioned to adjourn executive session, seconded by Dr. O'Neill. Dr. O'Neill made a motion to accept the RFQ proposal from DKA and was seconded by Linda Auger. All in favor, motion carried.
- Rebecca Eddy shared next steps in engaging with DKA to move forward.
- Discussion ensued around the possibility of a marketing subcommittee to interact with vendor moving forward. Discussion ensued.
- DKA will be asked to join next Regular meeting for introduction.
- Jonathan Edwards made a motion to accept the meeting dates for 2023 as follows: February 9, May 11, July 13, and December 14. Motion was seconded by Hilary Criollo. All in favor, motion carried.

7. Jonathan Edwards made a motion to adjourn the meeting. Motion was seconded by Richard Ruggiero. All in favor, meeting adjourned at 11:49 a.m.

Respectfully submitted by Ally Hughes, AMIR I, on December 12, 2022