



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

February 10, 2022

10:00 AM

WebEx Meeting

Link to recording:

https://www.dropbox.com/sh/c4maz4cmyw1pc98/AACITKZ4Jxp4OX1R4bpXiJyWa/February%2010%2C%202022%20Meeting?dl=0&preview=CT+Farm+Wine+Development+Council+Meeting-20220210+1505-1.mp4&subfolder_nav_tracking=1

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

Members Absent: Indrajeet Chaubey

DoAg Staff: Rebecca Eddy, Ally Hughes

Guests: Maria Miranda, Meghan Crawford

1. Call to Order by Commissioner Hurlburt at 10:06 a.m.
2. Review and approval of Regular Meeting Minutes from December 9, 2021: Motion to approve by Linda Auger, seconded by Jamie Jones. Amendment to Reports section E regarding Passport App by Hilary Criollo, to add paper passport printing as a backup option to the passport app. All in favor as revised, motion carried. Minutes approved.
3. Presentation from Miranda Creative. Maria Miranda and Meghan Crawford shared an update on the work done to date against the Media Marketing scope of work. They also revealed the new CT Farm Wineries brand logo. Board shared their thoughts. Discussion ensued regarding correlation with CT Visit and trademarking. Positive feedback from the board and agreement to move forward with the new branding as presented.
4. Public Comment: no public comment.
5. Reports

- a. Financial: Rebecca Eddy gave an update on FY 2022 budget as well as budget recommendations for FY 2023. Motion to accept the current budget report by Linda Auger, seconded by Jonathan Edwards. All in favor, motion carried. Motion to adopt the current financial report as presented for FY 2022 by George Motel, seconded by Rich Ruggiero. Discussion ensued. All in favor, motion carried. Motion to accept FY 2023 budget recommendation by George Motel, seconded by Richard Ruggiero. Discussion ensued. The pleasure of the board was to continue discussion of funding recommendations under New Business.
 - b. Legislative: Jonathan Edwards gave an update on the legislative session. Pushing to get wine placement in grocery stores. Concerns around the bottle bill, but Farm Wineries are remaining engaged. Concerns with Farm Wineries have access to farm tax exemptions. Discussion ensued. Commissioner Hurlburt shared agency proposal regarding change of Governor's Council on Agricultural Development to Governor's Council on Ag Innovation. Discussion ensued.
 - c. Passport App: Rebecca Eddy gave an update on the Passport app work to date. Discussion ensued. Commissioner Hurlburt recommended that a timeline for mobile app launch needs to be developed by February 28, 2022. If the Passport app isn't ready by then the agency will print hard copy passports ready to go as insurance if needed. Board was in favor.
 - d. Big E: Jonathan Edwards gave a quick recap on Big E and reiterated request for \$10,000 for booth expenditures/improvements. Rebecca Eddy asked if the Council wished to pursue two licenses and if not, would they entertain allowing the tasting booth to be used for ag-related vendors. Discussion ensued. Council members agreed to pursue the sales by the glass permit only and allow the tasting booth to be utilized by other ag organizations. Rebecca will update the application and distribute to licensed farm wineries. Up to 17 wineries can participate and no requirement to send cases for tasting or staff.
 - e. Research and Education: Rich Ruggiero updated the board on the next farmer education session which will be on Spotted Lanternfly (SLF) or other pests scheduled for next month. More details to come.
 - f. Marketing: no comments
6. Old Business: no old business.
 7. New Business: Discussion ensued on labeling and the various American Viticulture Areas (AVA). FY2023 budget discussion resumed. The FY 2023 budget recommendation included: Big E at \$8,000, Marketing at \$15,000, Mobile App at \$10,000, Prizes at \$10,000, Research and Education at \$2,000, CT Grown Ads at \$6,000. And Facebook Ads at \$ 2,400. Jonathan Edwards asked to increase Big E budget from \$8,000 to \$10,000. Consideration for a paper passport for up to \$18,000 was motioned by Rich Ruggiero, second by Linda Auger. Linda Auger asked for consideration to adjust the printed passport budget to \$20,000 due to the inflation rise since the last passport was printed. All in favor, motion carried.
 8. Adjournment motioned by Linda Auger, seconded by Jonathan Edwards. All in favor, the meeting adjourned at 12:29 p.m.

Respectfully submitted by Ally Hughes, AMIR I, February 16, 2022.