



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 MINUTES

February 9, 2023

10:00 AM

[View Recording Here](#)

**Members Present:** Commissioner Hurlburt, Hilary Criollo, Richard Ruggiero, Jaime Jones, Linda Auger, George Motel, Cara Sawyer, Washington da Silva, Maribel La Luz

**Members Absent:** Jon Edwards, Indrajeet Chaubey, Amy Harder

**DoAg Staff:** Rebecca Eddy, Ally Hughes, Kayleigh Royston

**Guests:** Tod Kallenbach, Margaret Ruggiero-Mena, Shen Morante, Claire Rutledge, Kathy Bousquet

1. Rebecca Eddy called the meeting to order at 10:13 am on behalf of Commissioner Hurlburt.
2. Motion to approve Regular Meeting Minutes from December 8, 2022, made by Jaime Jones, and seconded by Linda Auger, no comments. All in favor, minutes approved.
3. Board welcomed Maribel La Luz as the new designee from DECD.
4. No public comment.
5. Reports
  - a. Marketing
    - Introduction of DKA marketing team and brief presentation of work to be done in 2023 by Tod Kallenbach. Discussion ensued.
  - b. Financial
    - FY2023-24 Budget
      - Rebecca Eddy presented a proposed budget at follows:
        - \$10,000 for Big E
        - \$20,000 for marketing
        - \$12,000 for mobile application
        - \$10,000 for prizes
        - \$2,000 for research and education
        - \$2,400 for Facebook ads

- \$8,000 CT Grown magazine
  - Motion to accept proposed budget by Linda Auger, seconded Jaime Jones. Discussion ensued. All in favor, motion carried.
- c. Legislative
- Jaime Jones provided an update of recent bills focused on farm wine in grocery stores. Hilary Criollo provided comments on recent legislative work, and additionally commented on the presence of breweries having beer in grocery stores as biased. Kayleigh Royston shared additional information. Commissioner Hurlburt shared comments from legislative hearings. Further discussion ensued on pesticide and bottle bills.
- d. Big E
- Rebecca Eddy shared an update on Big E next steps.
- e. Research and Education
- Spotted Lantern Fly Symposium update was provided by Claire Rutledge on the event on April 17 at the CT Agricultural Experiment Station in New Haven. Discussion ensued, focused on SLF and other pests/plants. Claire asked if the Council would be willing to support the symposium with funding and promoting the event. Claire asked if the council would fund the speaker at the event from the research and education funds. Discussion ensued. Jaime Jones offered his time to also speak at the event on Connecticut grower perspective. Motion to help fund the symposium up to \$700.00 made by Jaime Jones, seconded by Hilary Criollo. All in favor, motion carried.
- f. Passport Program
- 2022 program update was provided by Rebecca Eddy based on data collected from the launch date of the mobile application on May 25, 2022, to December 31, 2022. Discussion ensued on geofencing and a marketing subcommittee. Linda Auger inquired about prizes and process of awarding 2022 prizes. Discussion on plan to move forward with event to award prizes. Rebecca outlined suggested approach with a preliminary drawing and to draw media to the event and showcase farm wineries. Linda suggested highlighting prizes more in the future and need for prize to be drawn as soon as possible. Hilary Criollo offered to host the prize event at Hopkins Vineyard on March 24, 2023. Margaret Ruggiero-Meno shared thoughts on promotion of prizes and event.
  - 2023 Application and Prizes brief update was given by Rebecca Eddy on 2023 season and applications will be going out to wineries to participate. Additionally, other wineries have reached out to participate in the 2023 season. Discussion ensued around including prizes on website and application.
6. Old Business
- No old business
7. New Business
- Rebecca Eddy inquired about next steps to establish a working group for the marketing committee. Council member can put forth names to be part

of the working group and do not need to be a member of the council but involved in the industry.

8. Motion to adjourn by Jaime Jones and seconded by Linda Auger, all in favor, meeting adjourned at 12:16 PM.

*Respectfully submitted by Ally Hughes, AMIR I, on February 22, 2023.*