

3 Chairman Reports

- 3.1 The Chairman distributed copies of the Department of Transportation's "Vineyard Tours and Tasting" as well as the "Connecticut Wine Trail" signs policy. He noted that Bob Pelligrino had sent it to all Farm Wineries this past week.
- 3.2 Last week there was a meeting between the DOAG, Liquor Control Commission and the CVWA on prospective legislative initiatives for this coming Legislative session. There was agreement to move forward with one legislative initiative; the Wine Festival. The legislative proposal will include two Festivals; one for the Farm Wineries which will be non-profit and the other will be for wholesalers which will be for profit. Both Festivals will have oversight from the DOAG. The Wine Institute will run or back the effort. The Festival will have a limit of one per year for both non-profit and for profit.
- 3.3 The Chairman expressed his appreciation for all those Farm Wineries that participated in the Big E this year. By all measures it was very successful. He received many positive comments and feedback from visitors, Big E sponsors and participants.

4 Treasurers Report

- 4.1 A written treasures report was submitted by Bill Hopkins.
- 4.2 The time period was from 11/01/08 to 12/11/08
- 4.3 Beginning checkbook balance was \$26,612.73 ending balance \$26,612.73
- 4.4 No activity during this time period.
- 4.6 Copies of the budget were distributed.
- 4.7 *A motion was made by Gary Crump and seconded by Dr. Nail to accept the report. Unanimous vote.*

5 Old Business

- 5.1 Legislative Update
 - 5.1.1 Update was given under the Chairman's Report
- 5.2 Big E Update
 - 5.2.1 Bob Pelligrino asked for comments or an update on sales or winery visits generated from the Big E. Discussion followed. It was noted that Connecticut residents account for over 46% of fair participants. Wine Council members agreed that their business were positively impacted by participation in the Big E.
 - 5.2.2 *Gary Crump motioned and Bill Hopkins seconded that the DOAG be authorized to pursue the Council's involvement in the Big E for the 2009 session. It was further noted that at the Big E, the Council's approved brochure will be made available and all participating wineries must hand out that brochure along with the participating wineries brochure. This is an effort to promote all Farm Wineries in the State. Motion passed unanimously.*
- 5.3 Chef to Farm Program
 - 5.3.1 Restaurant tent cards for tables were discussed and will be investigated to help promote Connecticut wine sales at restaurants. Will budget for this in 2009.
- 5.4 Seafood Council
 - 5.4.1 Wineries would like to participate at the Seafood Council events.
 - 5.4.2 The offer has been made to the Seafood Council by Mr. Pelligrino. No decision has been made yet.
 - 5.4.3 Liability may be an issue.

5.4.4 The DOAG will continue to discuss with the Seafood Council

5.5 Passport Information

5.5.1 Drawing to be held today at the end of the meeting.

5.5.2 Results will be published in this document and posted on the website.

5.5.2 The results will also be posted on the CVWA website.

5.5.3 It was agreed that the right forum for drawing the winners was the CFWDC meeting.

5.5.4 Gary Crump reported that Rick Cardone's company will provide all the Passport data to each participating Farm Winery for their use. The overall ratings of wineries will be published, but no individual winery comments will be published. The comments reviewed from a very small sample (2) clearly demonstrate the value of listing customer comments on the report for the wineries use.

5.5.5 Gary Crump reminded the Council members that email address of participants in the Passport program are the property of the Council and cannot be shared.

5.5.6 Because there are no documented procedures for participants in the Passport Program, the Chairman requested that Jamie Jones draft an "Agreement of Participation" to be reviewed at the next Council meeting and become the program for participation in the Passport program for all Farm Wineries.

6 New Business

6.1 Budget for 2009

6.1.2 Commitments have been made for the 2009 budget

6.1.3 There is \$38,205 (DOAG Budget) from the USDA Grant Program that funds the Passport program through 2009. Of which an estimated \$26,300 is already committed for printing of the Passports and prizes for the winners.

6.1.4 Expenses to consider from this fund are Restaurant Table Tents and fees for the Big E

6.1.5 The DOAG will provide exact information on budget and expenses for the next meeting.

6.1.6 It was noted that funding for the Passport program in 2010 may be an issue.

6.2 Marketing study.

6.2.1 Jamie Jones asked for information on a marketing study that was done in the past where members of the Council participated in.

6.2.2 *Steven Vollweiler motioned to have 10 copies of the Marketing Study printed and distributed to the Council Members. Gary seconded. Voted unanimously.*

6.3 CFWDC Brochure Corrections

6.3.1 Jim Frey asked the Council when the new brochure will be reprinted as there are mistakes in his information and the information of other wineries. The Chairman stated that the corrections will be made when new brochures are printed. The original brochure count was 25,000. It was not known when they would be reprinted.

PASSPORT WINNERS

Trip to Spain

1	Richard Warga	Preston
2	Tsani Sarnese	West Hartford

Marriott Weekend

1	Tom Sheehan	Bethel
2	Donald Blackwell	Braintree MA
3	Greg Rennie	Madison
4	UTE Rommel-Fox	

5	Ron Ronheighert	Niantic
6	Debora Clough	Vernon
7	Donna Parker	Branford
8	Kevin Shepard	Enfield
9	Lisa Orceyre	Derby
10	Mary Ellen Rennie	Madison
11	Chad Garbera	South Windsor
12	Jessica Gauvin	Kensington
13	Karen Chartier	Manchester
14	Brian Lembo	Wethersfield
15	Len Revior	Plantsville

Next Meeting

19 March 2009 10:00 am to 12:00 noon

Conference Room #G-8A

Draft Agenda for 19 March 2009 Meeting

Call to Order

Meeting Minutes Review

Chairman Report

Treasures Report

Old Business

- Update on wine sales at the Big E for 2009
- Update on Farm to Chef program to use CT wines
- Update on CT Seafood Council to use CT wines in their show
- Connecticut Grown “tents” for restaurant advertising
- Passport “Agreement of Participation” document review
- Passport information update from Rick Cardone
- Budget review for 2009
- Marketing survey distribution

New Business

- Legislative Update

Meeting Close

Next Meeting