

# DRAFT



## Connecticut Farm Wine Development Council (CFWDC)

Meeting Minutes for December 12, 2013

### Council Members

Jamie Jones	<a href="mailto:jamie@jonesfamilyfarms.com">jamie@jonesfamilyfarms.com</a>	Jones Family Farm & Winery P
Gary Crump	<a href="mailto:garyvin27@sbcglobal.net">garyvin27@sbcglobal.net</a>	Priam Vineyards
Bill Hopkins	<a href="mailto:wlhopkins@chartern.net">wlhopkins@chartern.net</a>	Hopkins Vineyards
George Motel	<a href="mailto:gmotel@bozzuto.com">gmotel@bozzuto.com</a>	Sunset Meadow Vineyard
Gregory Weidemann	<a href="mailto:gregory.weidemann@uconn.edu">gregory.weidemann@uconn.edu</a>	Dean, UConn Coll. of Ag
Dr. Frank Ferrandino	<a href="mailto:frank.ferrandino@po.state.ct.us">frank.ferrandino@po.state.ct.us</a>	CT Ag Experiment Station
Cameron Faustman	<a href="mailto:cameron.faustman@uconn.edu">cameron.faustman@uconn.edu</a>	Director, Storrs Experiment Station

### Farm Winery Attendees

Jim Jerram	<a href="mailto:jerramwinery@hotmail.com">jerramwinery@hotmail.com</a>	Jerram Winery
Robert Chipkin	<a href="mailto:rchipkin@comcast.net">rchipkin@comcast.net</a>	Cassidy Hill Vineyard
Maureen Jerram	<a href="mailto:jerramwinery@hotmail.com">jerramwinery@hotmail.com</a>	Jerram Winery
Maureen Macdonald		Cassidy Hill Vineyard
Jim Frey	<a href="mailto:frey65@sbcglobal.net">frey65@sbcglobal.net</a>	Walker Road

### Department of Agriculture Attendees

Jaime Smith	<a href="mailto:jaime.smith@ct.gov">jaime.smith@ct.gov</a>	DoAg
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### Guests

Theodore Andreadis		CT Ag Experiment Station
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### 1. Call to order

1.1 The meeting was called to order at 10:55am by Jaime Smith, CT Department of Agriculture. A sign in sheet was passed around. The agenda and previous meeting minutes were also distributed.

### 2. Meeting Minutes

2.1 The minutes from the September 3, 2013 meeting were distributed.  
2.2 Gary Crump made a motion to approve the minutes from the following meeting. George Motel seconded and the motion unanimously passed.

### 3. Treasurer's Report

3.1 Mrs. Smith reported there was \$108,472.74 available in the council's account.  
3.2 Mrs. Smith also mentioned that about \$8,000 would be spent on Passport winning trips, and about \$10,000 for 2014 Passport program printing.

### 4. Chairman's Report

- 4.1 The Chairman was absent from the meeting.

## **OLD BUSINESS**

### **5. Big E Wine Sales**

- 5.1 Gary Crump discussed the expense in selling wine by the bottle at the Big E. The cases of wine had to be shipped in ahead of time by FedEx, costing about \$100-\$150 per case.
- 5.2 George Motel agrees he had the same issue with expenses. The sales at the Big E were unable to cover the costs of attending the event. It was also a difficult time for staff, due to it being held during peak season for harvesting.
- 5.3 Gary Crump mentioned the idea of doing a bulk shipment between all the wineries who will participate for the Big E 2014. This should provide cheaper shipping costs.

### **6. Durham Fair:**

- 6.1 Mr. Motel gave a report on the 2013 Durham Fair. There were seven wineries that participated in the event. It must be 100% CT produced and labeled accordingly; one blend of the four varieties was allowed. There was not much time for promoting the addition of the wineries. About 2,600 people attended to the fair. The wine tasting was an event within the Durham Fair, which charged attendees an additional fee. There was a retail store that was set up, and took care of the wineries sales. The wineries only had to worry about pouring for tasting, and promoting their businesses. The Fair was also held during a difficult time because of the harvesting season.
- 6.2 Mr. Crump added that the retail store was very helpful. It allowed the wineries to focus on the pouring and customer service.

### **7. Passport Prize Sub-Committee:**

- 7.1 Mrs. Smith discussed the meeting was just prior to the Council meeting. The sub-committee discussed the results to the Passport Survey. It was a 20 question survey that averaged about 5 minutes to answer. It was successfully sent to 4,152 emails that have been collected from 2009-1013. There were 1,905 responses which is a 32.78% response rate. Overall the program is very successful, and well liked by the majority of the participants. However the true economics of the program is challenging to determine.
- 7.2 Mr. Crump motioned to have Mrs. Smith draft a letter asking UCONN to have an economics student help determine the impact of the program. Mr. Motel seconded and the motion unanimously passed.
- 7.3 The Sub-Committee also recommends WNPR Radio Promotion. It is two, six week radio promotions from April to June. The total cost is \$15,000. Gary Crump made a motion to approve the money for the WNPR Radio Promotion. Bill Hopkins seconded and the motion unanimously passed.
- 7.4 The Sub-Committee will plan to meet again in late January or early February of 2014.

### **8. Brochure**

- 8.1 The brochure is completed. They have already been distributed to a number of destinations such as, the Big E and Welcome Centers across the state.

## **NEW BUSINESS**

### **9 Open Discussion**

- 9.1 Mr. Motel suggests putting aside a budget for marketing. It was thought to table this idea until the Commissioner was present, and then decided it should be voted because it would not

leave enough time if the budget was left until the next meeting in March. The Council is currently spending \$0.00 on media marketing. Mr. Motel made a motion to set aside \$35,000 for marketing promotion during the year of 2014, excluding the \$15,000 already agreed upon with the WNPR Radio Promotion. Mr. Hopkins seconded and the motion unanimously passed

- 9.2 Mrs. Jaime will be submitting to Graphic Designers for proposals on signs and promotional items for the Passport Program. She will report later with more information.
- 9.3 There is hope to put on a state wide meeting for the CT Farm Wineries. The meeting would possibly take place in early February of 2014, but this is uncertain because of people traveling. The date, location, and agenda are still to be determined.
- 9.4 There was discussion about the acreage required for a winery to be apart of the Passport program. It may be possible to provide money for inspection of wineries. There should be a good relationship with DCP to show that CT Farm Wineries are meeting state regulations. Prize Sub-Committee will discuss rewarding Farm Wineries that exceeds the requirements.
- 9.5 Cameron Faustman presented the idea of having an iconic image for CT Wines. The idea will be discussed more in the Sub-Committee.
- 9.6 Mr. Crump motioned for Mrs. Smith to have a budget of \$500.00 to find a tumbler for the Passport drawings. Dr. Frank Ferrandino seconded the motion, and it was passed.

#### **10. Public Comment Period**

- 10.1 Robert Chipkin said that the state would be inviting a lawsuit if they vote to rewards wineries that are meeting more than the state requirements. The council had agreed that nothing had been decided, and that this topic was only in discussion.
- 10.2 There was discussion about using part of the budget for education. The council agreed to revisit this topic.

Prizes for the 2013 CT Farm Wineries Passport Program were drawn.

The meeting was adjourned at 12:30pm.

#### **Next Meeting**

The next meeting will be on March 13, 2014.

Respectfully Submitted,  
Chelsea Durkota