



Connecticut Farm Wine Development Council (CFWDC)

Meeting Minutes for August 28, 2012

Chairman

Steven K. Reviczky steven.reviczky@ct.gov Commissioner of Agriculture. P

Council Members

Dick Auger	dick@taylorbrookewinery.com	Taylor Brooke Winery	A
Jamie Jones	jamie@jonesfamilyfarms.com	Jones Family Farm & Winery	A
Gary Crump	garyvin27@sbcglobal.net	Priam Vineyards	P
Bill Hopkins	wlhopkins@chartern.net	Hopkins Vineyards	P
Steve Vollweiller	svollweiler@yahoo.com	Sharpe Hill Vineyard	P
George Motel	gmotel@bozzuto.com	Sunset Meadow Vineyard	A
Gregory Weidemann	gregory.weidemann@uconn.edu	Dean, UConn Coll. of Ag	P
Dr. Bill Nail	william.nail@po.state.ct.us	CT Ag Experiment Station	P
Cameron Faustman	cameron.faustman@uconn.edu	Director, Storrs Experiment Station	P

Farm Winery Attendees

Jim Frey	frey65@sbcglobal.net	Walker Road Vineyards
Jim Jerram	jerramwinery@hotmail.com	Jerram Winery
Joe Gouveia	gouveiavineyards@sbcglobal.net	Gouveia Vineyards
Kevin Riggott	lostacresvineyard@gmail.com	Lost Acres Vineyard
Paul Maugle	pdm-a@comcast.net	Maugle Sierra Vineyards

Department of Agriculture Attendees

Jaime Smith jaime.smith@ct.gov DoAg

1. Call to order

1.1 The meeting was called to order at 11:18am by Commissioner Steven K. Reviczky, Council Chairman. A sign in sheet was passed around. The agenda and previous meeting minutes were also distributed.

2. Chairman's Report

2.1 Chairman Reviczky welcomed attendees and discussed the tremendous amount of time the agency has spent on pursuing wine sales by the bottle during the 2012 Big E. Eastern States Exposition (ESE) has been extremely difficult to work with and they don't seem interested in working with their stakeholders. This will be a topic for discussion among the New England states at an upcoming national meeting.

- 2.2 The agency received a call from the state auditor stating that they will be amending the draft audit findings to include the Wine Council. The Council needs to come into compliance and close the outside account per the auditors. Commissioner provided an explanation of how the Council's budget currently operates and explained the funds are non-lapsing and will remain year to year.

3. Meeting Minutes

- 3.1 Gary Crump motioned to accept the minutes as submitted. It was second by Bill Hopkins. No discussion followed.
- 3.2 The motioned passed unanimously.

4. Treasurer's Report

- 4.1 A written treasurer's report was submitted by Bill Hopkins for the time period 6/15/2012 to 8/28/12.
- 4.2 The current balance is \$26,923.63 with a beginning checkbook balance of \$26,921.38. There was \$2.25 in income and no additional transactions.
- 4.3 A motion was made by Mr. Crump and seconded by Mr. Hopkins to accept the Treasurer's report as submitted. The motion passed unanimously.

5. Old Business

5.1 *2012 Big E Wine Sales Update*

Wine sales by the bottle will not be possible for the 2012 Big E. We have been in touch with the Attorney General's office regarding the issue. The agency will keep pushing the issue for the best outcome possible for 2012 and 2013. A tasting permit is being pursued like past years. Notice of the permit will be available on 9/5/2012.

5.2 *Wine Brochure and Online Listing.*

An email was sent out after the last meeting so winery could update their online listings. Since then it's been very apparent the need for a physical promotion piece to take to various events. Mr. Crump motioned to allocated up to \$5000 for administration and printing of a new brochure. The motion was seconded by Steven Vollweiler. There was no discussion and the motion passed unanimously.

r distribution to the wineries for this program year.

5.3 *Passport Point of Purchase Posters*

The Passport point of purchase posters were mailed out to all farm wineries along with FAQ's to share with tasting room staff. Additional posters are available and should be prominently displayed in tasting rooms

6. New Business

6.1 *Quality Assurance Program*

There is still an ongoing investigation by the CT Department of Consumer Protection Liquor Control. Until the investigation is complete, they cannot share any details. Since it was initiated as a formal complaint it will go before the liquor control commission. It was suggested that the Council put forward a program to encourage growing of grapes and fruit as it is the intent of the Council and agency to grow production to make wine and develop the agricultural industry.

6.2 *Outside Checking Account*

The account must be closed. Bill Hopkins will work with Commissioners office to do what's necessary to make that happen.

6.3 *Strategic Marketing Plan*

Tabled to the next meeting.

6.4 *2nd Wine Festival and Original*

It was reported that attendance was significantly less due to the weather. Sales however, were nearly the same if not slightly higher. The thought was more one on one interaction was able to take place contributing to additional sale. 13 wineries participated.

The second wine festival is still under discussion. Venues explored included the Brooklyn fairgrounds. Regardless of the location, partnering with another venue that already has a crowd is preferred.

Chairman Reviczky opened the agenda for additional agenda items for consideration.

6.4 *Sponsorship of the 10/20 Conference*

CT will be the host of the 2012 New England 10/20 Multistate Evaluation of Wine Grape Cultivars and Clones. Dr. Nail explained that some attendees would be willing to come in a day early and provide a seminar to CT vineyards. Costs would include overnight hotel and expenses for the day. These costs could be replenished by charging a fee to growers that choose to attend.

Mr. Crump made a motion to sponsor a growers seminar with expenses and registration for the seminar left up to the Commissioners discretion. The motion was seconded by Steven Vollweiler. The motion passed unanimously.

Chairman Reviczky asked if there were any other agenda items for consideration.

Joe Gouveia mentioned that he never received the comments from the submitted 2011 Passports. Mrs. Smith noted that she will follow up with CT Food Association staff to find out the status. Mr. Gouveia also inquired about the feasibility study a UConn grad student was working on regarding grape production. Mrs. Smith mentioned that she will be attending the defense of the thesis on Friday and will inquire with the student about attending the December meeting to present his findings.

Next Meeting

December 13, 2012 from 10:00am to 12:00pm in conference room G8A.

Chairman Reviczky adjourned the meeting at 12:54pm.

Respectfully Submitted,



Jaime L. Smith
Acting Secretary

Draft agenda for the June 14, 2012 meeting attached.

Draft Agenda for June 14, 2012 Meeting

Call to Order

Meeting Minutes Review

Chairman Report

Treasures Report

Old Business

- 2012 Passport Program Update
- Long Range Planning sub-committee update
- Big E wine sales
- Website listing update

New Business

- Treasurers Position/Election of Officers
- Marketing for Festival

Next Meeting

Meeting Close

Following the meeting there will be a presentation by Jeremy Jeliffe, UConn Graduate Student on the findings of the vineyard feasibility study.