

# DRAFT

Connecticut Farm Wine  
DEVELOPMENT COUNCIL



## Connecticut Farm Wine Development Council (CFWDC)

Meeting Minutes for September 4, 2013

### Chairman

Steven K. Reviczky      [steven.reviczky@ct.gov](mailto:steven.reviczky@ct.gov)      Commissioner of Agriculture.      P

### Council Members

Dick Auger	<a href="mailto:dick@taylorbrookewinery.com">dick@taylorbrookewinery.com</a>	Taylor Brooke Winery	P
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	P
Bill Hopkins	<a href="mailto:wlhopkins@chartern.net">wlhopkins@chartern.net</a>	Hopkins Vineyards	P
Steve Vollweiller	<a href="mailto:svollweiler@yahoo.com">svollweiler@yahoo.com</a>	Sharpe Hill Vineyard	P
George Motel	<a href="mailto:gmotel@bozzuto.com">gmotel@bozzuto.com</a>	Sunset Meadow Vineyard	P
Gregory Weidemann	<a href="mailto:gregory.weidemann@uconn.edu">gregory.weidemann@uconn.edu</a>	Dean, UConn Coll. of Ag	A
Dr. Frank Ferrandino	<a href="mailto:frank.ferrandino@po.state.ct.us">frank.ferrandino@po.state.ct.us</a>	CT Ag Experiment Station	P
Cameron Faustman	<a href="mailto:cameron.faustman@uconn.edu">cameron.faustman@uconn.edu</a>	Director, Storrs Experiment Station	P

### Farm Winery Attendees

Jim Jerram	<a href="mailto:jerramwinery@hotmail.com">jerramwinery@hotmail.com</a>	Jerram Winery
Michelle Niedermeyer	<a href="mailto:michelle108_us@yahoo.com">michelle108_us@yahoo.com</a>	Lost Acres Vineyard
Joseph Gouveia	<a href="mailto:gouveiavineyards@sbcglobal.net">gouveiavineyards@sbcglobal.net</a>	Gouveia Vineyards

### Department of Agriculture Attendees

Jaime Smith      [jaime.smith@ct.gov](mailto:jaime.smith@ct.gov)      DoAg

### 1. Call to order

1.1 The meeting was called to order at 11:28am by Commissioner Steven K. Reviczky, Council Chairman. 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 June 13, 2013 meeting were distributed.
- 2.2 Mr. Motel discussed the ceiling of \$3500, not \$2500, for the Council's sponsorship of the radio promotions for the 2013 Wine Festival.
- 2.3 Mr. Crump made a motion to amend the minutes noting that the ceiling to sponsor the radio promotions for the 2013 Wine Festival is \$3500. Mr. Jones seconded the motion. The motion passed unanimously, Chairman Reviczky abstained.
- 2.4 Mr. Jones made a motion to approve the minutes as amended. Mr. Motel seconded and the motion unanimously passed. Chairman Reviczky abstained because he was not present at the meeting.

### **3. Treasurer's Report**

- 3.1 Chairman Reviczky mentioned there was no need for a separate treasurer now that the external check account of the council has been rolled into the council's state account.
- 3.2 Mrs. Smith reported there was \$106,067.32 available.

### **4. Chairman's Report**

- 4.1 Chairman Reviczky reported that success was achieved as a result of working with our counterparts in the other New England states. Slowly the states are working to have more control over what happens in the building. Obtaining the right to sell wine by the bottle is a step in that direction.

## **OLD BUSINESS**

### **6. Big E Wine Sales**

- 6.1 Chairman Reviczky reported that all seven farm wineries that applied to sell wine by the bottle during the 2013 Big E had been approved by the West Springfield License Commission on August 6, 2013. Mrs. Smith will be following up with the wineries to discuss the process of shipping wine to the state building, parking and ticket information, etc.
- 6.2 There is one open day at the Big E, September 28<sup>th</sup> that does not have a winery committed to it. Mrs. Smith will reach out to the 2012 Passport winners to see if anyone would be interested in volunteering.

### **7. Legislative Update**

- 7.1 There was discussion on what new legislation the industry would like to see the agency entertain for legislative proposals. Recommendations discussed were the ability for wine tastings at farmers' markets and remove the limit to the number of markets to attend.
- 7.2 Mr. Jones discussed that CVWA will be looking to obtain the ability for more sales off site, similar to the MA law.

### **8. Wine Festivals:**

- 8.1 Mr. Motel gave a report on the 2013 Wine Festival. 10 wineries participated. Attendance for the two days totaled about 5,000; 3,000 on Saturday and 2,000 on Sunday. Overall the weather was good. There was a new shared booth option for \$100 – no wineries took advantage of it. Overall the festival 'wasn't an economic disaster' but there was also no marketing company to do promotion either. Mr. Crump reported he was with \$400 from the previous year when it rained. CVWA will be surveying attendees for feedback.
- 8.2 The second wine festival will be held at the Durham Fair on 27<sup>th</sup> – 29<sup>th</sup>. There are seven wineries, it must be 100% CT produced and labeled accordingly; one blend of four varieties allowed. They fall under the auspices of Fair which was previously a dry fair. Admission will be reduced on Friday (\$12) and \$15 on Saturday and Sunday.

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

- 9.1 The first meeting was just prior to the Council meeting. Overall the sub-committee felt that overtime the participation in the program has had a positive increase however more completed passports can be returned. This could be done through better promotion of the program and distribution of the passports. Communications with the public could be enhanced. There is a

need to collect and assess the passports point of origin and more free media for advertising should be utilized.

- 9.2 The current action items include drafting a survey to send to past passport drawing participants to solicit their opinion and utilizing the state's travel agent to identify other destinations that could be offered for the grand prize keeping the current budget, timing, etc in mind.

## **10. Brochure**

- 10.1 The brochure is in the final design phase and is slated to be ready for distribution at the Big E. It shall include information about the passport program.

## **NEW BUSINESS**

### **11.1 Open Discussion**

- 11.1 Mr. Crump discussed the importance of a firm allegiance between DCP and DoAg needing to be in place before a new license is issued or one is renewed. Council funds could go towards funding a part time position to cover farm winery inspection to ensure statute minimums are being adhered to. There's an opportunity for the agency to assist DCP in collecting and review the data.
- 11.2 Mr. Crump made a motion for Commissioner Reviczky to facilitate discussion to look at a way for DCP to enhance the provision of the current wine legislation. Mr. Jones seconded the motion. The motion passed unanimously.
- 11.3 There was also discussion on how to enhance the quality of wines in CT. Council funds could be used to bring in experts from Cornell, etc. Funds could cover the entire cost or do a cost share with the wineries. Funds could also go towards funding a UConn student to do research.
- 11.4 The suggestion of creating a New England Wine competition came up. Utilizing the CT Specialty Food Association Awards in March was a suggestion as a step towards mastering the competition process in CT before opening it up to all of New England.
- 11.5 It was also mentioned that no stipend for the Big E was being offered this year but that the Council could cover the cost of shipping product. It was determined that discussion would be tabled until the next meeting.

## **12. Public Comment Period**

- 12.1 There were no comments from the public.

The meeting was adjourned at 1:04pm.

### **Next Meeting**

The next meeting will be on December 12, 2013.

Respectfully Submitted,



Jaime L. Smith  
Acting Secretary