

DRAFT

Connecticut Farm Wine
DEVELOPMENT COUNCIL



Connecticut Farm Wine Development Council PASSPORT SUBCOMMITTEE

Meeting Minutes for December 12, 2013

Subcommittee Members

Dick Auger	dick@taylorbrookewinery.com	Taylor Brooke Winery
Jamie Jones	jamie@jonesfamilyfarms.com	Jones Family Farm & Winery
Gary Crump	garyvin27@sbcglobal.net	Priam Vineyards
Michelle Niedermeyer	michelle108_us@yahoo.com	Lost Acres Vineyard
Judy Ferraro	ctvalleywinery@yahoo.com	CT Valley Winery

Department of Agriculture Attendees

Jaime Smith	jaime.smith@ct.gov	DoAg
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Guests

Dr. Ferraro		CT Valley Winery
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1. Welcome and Review of Sub-committee goals

1.1 The meeting was called to order at 9:33am by Jaime Smith, Department of Agriculture.

2. Minutes

2.1 The minutes from the November 7, 2013 were reviewed and motioned by Dick Auger, seconded by Michelle Niedermeyer, and passed.

3. Survey Update and Results Summary

- 3.1 The committee reviewed the results of the survey. 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 2009-2012. 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.
- 3.2 There are too many variables to conclude the true economic impact of the Passport program. The sub-committee will recommend seeking the help of an economics student to help develop data.
- 3.3 Standards for farm wineries participating in the program will be discussed during the next meeting.

4. Prize Alternatives for 2014

4.1 80% of the participants of the survey are happy with the Passport prizes, and would not like them changed. Based on these survey results the prizes should not be dramatically changed at this time.

5. Advertising for 2014

- 5.1 Jaime Smith discussed the WNPR Radio Promotion. It is a two six week packages from April 14th to June 22nd on *Where We Live*, and October 20th to November 2nd on *Colin McEnroe*. The total cost is \$15,000. Gary Crump motions to recommend the WNPR advertising to the Wine Council, and Dick Auger Seconds the motion.

6. POP Graphic Designer

- 6.1 Jaime Smith is looking into receiving help from a graphic designer. More advertising needs to be done through posters, etc.

7. Statewide Meeting

- 7.1 Meeting for all wineries in the beginning of 2014. There should be at least one representative from each winery in attendance. This could be used as relationship building which will allow for cross promotion. The survey and rules of the Passport Program will be discussed. Date, location, and agenda are yet to be decided. Jaime Smith is open for idea on topics for discussion.

7. Meeting Adjourn

- 7.1 The meeting was adjourned by Jaime Smith at 10:25am.

Respectfully Submitted,
Chelsea Durkota, Marketing Intern