



STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE



Connecticut Farm Wine Development Council Subcommittee Meeting
165 Capitol Ave, Room G-8A, Hartford, CT 06106
February 9, 2016 3:00 pm

Subcommittee Members Present: Jane Slupecki, Connecticut Department of Agriculture staff.
By Phone: Hillary Criollo, Hopkins Vineyard; Jim Frey, Walker Road Vineyard; Michelle Niedermeyer, Lost Acres Vineyard. Absent: Cara Sawyer, Preston Ridge Vineyard; Blaze Faillaci, Dalice Elizabeth Winery.

Call to Order

Jane Slupecki called the meeting to order at 3:05 PM.

Election of Subcommittee Chair

A motion was made by Hillary Criollo to nominate Michelle Niedemeyer for Subcommittee Chair. Jim Frey seconded, and the motion passed unanimously.

Approval of August 27, 2015 Meeting Minutes Approval

Jim made a motion to accept the August 27, 2015 minutes as submitted. Hillary seconded. The motion passed unanimously without discussion.

2016 Passport Production and Marketing Efforts

The subcommittee discussed the production of the new passport, the time frame, the number of wineries that are participating, all expenses of the Passport, the other expenses of the Council, and addressed the concerns of the budget.

Proposed Passport design changes

- Keep the blue cover
- Keep the wording
- Come up with some new ideas to change the image on the front
- For the map on the inside, check to make sure that the number for each winery is in the correct place on the map

Passport Status

- Purchase Order (PO) should be approved by tomorrow
- Once the PO is approved, we can work with the designer
- Set up a call for Wednesday, February 17, with design firm to go over the design changes
- Determine from designer absolute last date to submit passport for printing (last year it was submitted March 26)

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Passport Participation

- One vineyard has withdrawn. We should expect 2 new vineyards; one of the new wineries has to prove they have completed all requirements for Connecticut Department of Consumer Protection.
- 24 vineyards have provided their info, still waiting on a few to submit information to Jane.

Prizes

- Norwich Marriott is no longer providing the rooms as prizes (15 rooms).
- Jane will try to replace Marriott by:
 - First giving La Quinta the opportunity to be the only Hotel sponsor for the passport by giving 15 rooms at their Stonington location
 - Asking Council Members and wineries if they have any contacts in the hotel industry that we can contact to replace the rooms
 - If not, spend ½ day reaching out to hotels asking if they are interested in participating
 - If none of these work, the Subcommittee has decided to go with fewer prizes

Marketing of this year's Passport

- Rely on the vineyards to promote the passport this year
- Ask all vineyards to come up with 10 ideas each winery can do to promote the passport, need the ideas by Feb 12
- Consolidate the ideas and send to passport committee by Wednesday Feb 17 morning
- Develop guidelines for passport promotion for the vineyards Wed afternoon after the call with the passport printer designer
- Jane will distribute the guidelines and help remind vineyards throughout the year

Public drawing

- Determine if it is an option to have a public drawing this year
- If it is, agree on logistics based on research done last year

App for Passport

- There is no budget for the app
- It will cost \$15k for the DOAG to do the app
- Need to check with Blaze to see if he was able to put one together

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Budget

- See attached budget
- The Council is relying on next deposit to cover expenses committed and passport for 2016 (under funded by \$3116)

Other Business

Jim Frey asked about parking situation. No other business Passport was presented.

Meeting Adjournment

The meeting was adjourned at 4:05pm.

Submitted by:

Michelle Niedemeyer, Chair

February 10, 2016