



Connecticut Farm Wine Development Council (CFWDC)

Meeting Minutes for 30 October 2008

Chairman

F. Philip Prelli philip.prelli@ct.gov Commissioner of Ag. A

Council Members

Dick Auger	dick@taylorbrookewinery.com	Taylor Brooke Winery	P
Jamie Jones	jamie@jonesfamilyfarms.com	Jones Family Farm	P
Gary Crump	garyvin27@sbcglobal.net	Priam Vineyards	P
Bill Hopkins	hopkinsvineyards@charter.net	Hopkins Vineyards	P
Steve Vollweiller	svollweiler@yahoo.com	Sharpe Hill Vineyard	P
Dean of Agriculture		UCONN	A
Bill Nail	William.nail@po.state.ct.uc	Ct Agricultural Station	P

Farm Winery Attendees

Joe Goyveia	goyveivineyards@sbcglobal.net	Goyveia Vineyards
Paul Maugle	pdm-a@comcast.net	Maugle Sierra Vineyards
Robert Chipkin	cassidyhillvineyard@comcast.net	Cassidy Hill Vineyard

Department of Ag. Attendees

Robert Pelligrino Acting Chair

1 Call to order

- 1.1 Meeting was called to order at 10:07 by Acting Chairman Pelligrino
- 1.2 Sign in sheet was distributed and email addresses were requested of all present
- 1.3 Acting Chairman Pelligrino distributed the Agenda

2 Old Business

- 2.1 Meeting minutes were reviewed.
- 2.2 Two corrections were made to the 18 June 2008 minutes;
- 2.3 #1, page 1, first paragraph under "Council Member" move Dick Auger and Jamie Jones from the list to the "Farm Winery Attendees". It was pointed out that the terms of these Council Members did not become official until 1 July 2008
- 2.4 #2, page 1, Move Larry McCulloch and Nick Smith to the "Council Members" as they were still members until 1 July 2008.

2.5 Motion made by Dick Auger and seconded by Steve Vollweiler to accept minutes with amendments. Unanimous decision.

2.6 Big E Participation

- 2.6.1 Good participation by wineries
- 2.6.2 16 wineries participated at one day each, some did two as a result of cancellations.
- 2.6.3 Acting Chair Pelligrino said they received very good feedback on the winery participation from the Big E and from visitors
- 2.6.4 Recommendation is that we participate next year
- 2.6.5 Fake grapes were purchased to decorate the booth
- 2.6.6 An average of two cases of wine were poured by wineries
- 2.6.7 Wineries can either pour wines or promote their wineries
- 2.6.8 Discussion ensued on the merits of being able to sell wines by the glass.
- 2.6.9 Need a distributor in MA to carry the wines.
- 2.6.10 Sharpe Hill Winery has a MA distributor and maybe they could be used.
- 2.6.11 Bob Pelligrino will work with the Big E to see if wine can be sold.

2.7 Wine Brochure Update

- 2.7.1 25,000 brochures were printed
- 2.7.2 Cost was \$2,250 including design and layout
- 2.7.3 The brochures are available to all Farm Wineries call Jamie Smith for more info.
- 2.7.4 The brochure will be distributed to all Welcome Centers and at all DOG sponsored events where other brochures are distributed.

2.8 Winery marketing Update

- 2.8.1 Bob Pelligrino will investigate the Farm to Chef program and how CT wine can be used.
- 2.8.2 Question was posed if the Farm to Chef program could be hosted at a winery. Further discussions will be needed
- 2.8.3 Bob Pelligrino will investigate partnering with the CT Seafood Council on future events utilizing Ct wines.
- 2.8.4 Connecticut Grown table "tents" for restaurants featuring CT wines was discussed and it will be further researched for the '09 funding year.

2.9 Wine Festival Report Update

- 2.8.1 The company lost \$35k. No loss was incurred by the CFWDC.
- 2.8.2 Bob Pelligrino to retrieve the detailed financial report submitted by Gary Crump for the next meeting.

3 Chairman Report

3.1 Effective 1 October 2008, all meeting minutes need to be posted no later than 7 days after meeting. It should say "Draft".

3.2 Acting Chair Pelligrino read into the minutes the requirement that the meeting minutes be posted:

"Effective October 1, 2008, Section 11 requires that all public agencies to post minutes of the meetings of such public agencies on the agency's website within 7 days of such a meeting.

It also requires that the public agency post the schedule of regular meetings for the ensuing year on the agency's website. Existing law requires that not later than January 31st of each year, a schedule of the agency's regular meetings be filled with the Secretary of State's office. This list must now be posted on the Department's site as well.

The Act also requires that notice of a "special" meeting of every public agency shall be posted not less than 24 hours before the meeting in said reference in said notice. However, it is not clear what constitutes a special meeting.

The following is a list of all regular meetings that are mandated by statute and currently being held:

- CT Farm Wine Development Council
- CT Food Policy Council
- CT Milk Promotion Board
- CT Seafood Advisory Council
- Farmland Preservation Advisory Board – (this includes subcommittees- "Community" Farm Programs Criteria" and "Stewardship and Policy")
- Governor's Council for Agricultural Development
- Marketing Authority
- Milk Regulation Board

3.3 The Acting Chairman received a letter from the Business Office reminding the CFDC that all purchasing must follow the Purchasing Guidelines of the Department of Agriculture. This means that all items must be bid through the State System.

3.4 Acting Chair Pelligrino listed the following as expenses that were deducted from this years

Budget	Budget	\$41,665
	Big E	-\$ 700
	Liquor Permit	-\$ 510
	Brochure	-\$ 2,250
	=====	
	Total	\$38,205

3.5 The new DOA Wine brochures were distributed to member wineries at the meeting. It was noted that 25,000 brochures were printed and they will be distributed to all Welcome Center and all meeting/events were the DOA distributes brochures.

4 Treasurers Report

- 4.1 A formal report was submitted by Bill Hopkins.
- 4.2 The time period was from 06/01/08 to 10/30/08
- 4.3 Beginning balance was \$44,374.08 ending balance \$26,612.35
- 4.4 Very little activity during this time period.
- 4.5 The NY Times advertisement insert was \$6,622.35
- 4.6 Copies of the budget were distributed.
- 4.7 *A motion was made by Steve Vollweiler and seconded by Gary Crump to accept the report. Unanimous vote.*

5 New Business

- 5.1 Legislative Update
 - 5.1.1 Gary Crump reported the following issues will be viewed for action this next Legislative year:
 - 5.1.1.1 Festival Bill, Council will need to host Festival

- 5.1.1.2 Revenue from 10% discount case sales at the Festival could be used to fund future activities of the council
 - 5.1.1.3 It was noted that in Michigan it is illegal to charge for wine tasting and it is being challenged.
 - 5.1.1.4 In order to have a voice in national wine legislation, the council should budget \$500 to join WineAmerica. Will discuss at Decembers budget meeting.
 - 5.1.1.5 Land use of 5 acres minimum is not restricted to one parcel. It can be multiple parcels as long as it totals 5 acres. Land can be leased.
 - 5.1.1.6 Farm market sales of CT Farm Wines. Will be challenged by Liquor Control Commission. Needs to be negotiated intra Agency.
 - 5.1.1.7 9:00 pm Close Provision could be altered with an "Administrative Change" to the legislation.
- 5.1.2 Passport Winner Selection Process was discussed
- 5.1.3 The drawing is December 1st at the Experimental Station in Windsor
 - 5.1.4 Farm Wineries need to forward completed Passports to a Council Member.
 - 5.1.5 Bob Pelligrino to pick winner
- 5.2 Ranking of Wineries and Associated Passport Comments
- 5.2.1 Rick Cardone of the Department of Tourism compiles the report.
 - 5.2.2 *Dick Auger motioned and seconded by Jamie Jones that each winery will have the information compiled, including comments sent to wineries that request the information. Discussion followed. Motion passed unanimously.*
 - 5.2.3 Gary to discuss with Mr. Cardone and report back to the Council
- 5.3 Passport Review
- 5.3.1 Jamie Jones noted that the Passport does not have a date on the cover. A suggestion was made to either have a different color or a date added to the cover. Adding the date to the cover was the preferred option.
- 5.4 Passport Farm Winery participation
- 5.4.1 A farm winery ran out of wine within one month of opening. This created a problem for customers who would travel to the winery only to find it was not open.
 - 5.4.2 *A motion was made by Jamie Jones and seconded by Steve Vollweiler that the participating wineries must adhere to the days and hours of operation for the season to stamp Passports even if they run out of wine. If the participating winery is not open as stated in the Passport, the winery will be suspended from the Passport Program for the next year. Motion passed unanimously.*
- 5.5 Passport Winery page Location
- 5.5.1 Question was asked as to how the selection process was determined for the order in which the wineries were printed in the Passport. Bob Pelligrino reported that the order was done through a random drawing.
 - 5.5.2 *Jamie Jones made a motion and was seconded by Gary Crump that the next printing of the Passport be done by County and then Alphabetically with corrections made to days and hours of operation for each winery. Motion passed unanimously.*
 - 5.5.2 Clarification on Passport. Gary mentioned that there is no need to sign and date the stamped passport.
 - 5.5.3 For information; the ink Stamp can be purchased through the Hartford Stamp Company.

- 5.6 Mohegan Sun Winefest
- 5.6.1 Discussion was opened for participation in this event.
 - 5.6.2 It is a good location with 6 tables “pavilion” style.
 - 5.6.3 Cost of the booth rental is \$4,800
 - 5.6.4 The dates are January 17 & 18
 - 5.6.5 *Motion was made by Gary Crump and seconded by Dick Auger that we will not participate this year. Motion was passed.*
- 5.7 Signage Program for Farm Wineries
- 5.7.1 Acting Chair Pelligrino clarified the DOA position on Farm Winery signs because of the number of calls that the Department was receiving.
 - 5.7.2 The DOA controls the brown Ag Signs only.
 - 5.7.3 The DOA does not have any control over the “Connecticut Wine Trail” signs or the administration of the sign program.
 - 5.7.4 The Department of Transportation has control of the “Connecticut Wine Trail” sign program along with the Connecticut Vineyard Winery Association.
 - 5.7.5 There are two signs available for the Farm Winery program, the “Connecticut Wine Trail” and “Winery Tours and Tastings”.
 - 5.7.6 Each sign displays the “Connecticut Grown” logo and are the same size and same color.
 - 5.7.7 It was noted that two wineries that have the “Connecticut Wine Trail” signs are not members of the CVWA and as such do not have the right to the “Connecticut Wine Trail” signs.
 - 5.7.8 Those Farm Wineries however could have the “Winery Tours and Tasting” signs.
 - 5.7.9 It was requested by CVWA that these two wineries relinquish their rights to the “Connecticut Wine Trail” signs and use the alternative sign of “Winery Tours and Tasting”.
 - 5.7.10 The two wineries, according to the Department of Transportation now have “squatters right” to the signs installed.
 - 5.7.11 It was noted that no further signage installation would occur for new members until this issue was resolved.
 - 5.7.12 It was further noted that the CVWA was willing to institute legal action against the two wineries to reclaim their signs if the signage issue could not be resolved.
 - 5.7.13 If the two wineries wished to retain their signs then they need to apply for membership in the CVWA and the membership would have to vote their application.
 - 5.7.14 The affected wineries would take the information under advisement.

6 Meeting Close

6.1 Gary Crump moved that the meeting be adjourned, seconded by Bill Hopkins and approved unanimously. Meeting adjourned at 1:05pm

Next Meeting

11 December 2008 10:00 am to 12:00 noon

Conference Room #G-8A

Draft Agenda for September 10th Meeting

Call To Order

Meeting Minutes Review

Chairman Report

Treasures Report

Old Business

- Update on wine sales at the Big E for 2009
- Update on Farm to Chef program to use CT wines
- Update on CT Seafood Council to use CT wines in their show
- Connecticut Grown “tents” for restaurant advertising
- Passport information distribution to wineries

New Business

- Legislative Update
- Budget build for the 2009

Meeting Close

Next Meeting