



Connecticut Farm Wine Development Council (CFWDC)

Meeting Minutes for 11 June 2009

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
Gregory Weidemann	gregory.weidemann@uconn.edu	Dean & Director UCONN	A
Bill Nail	william.nail@po.state.ct.us	Ct Agricultural Station	P
		Department of Tourism	A

Farm Winery Attendees

Jim Frey	Walker Road Vineyard
Paul Maugle	Maugle-Sierra Vineyards
Joe Gouveia	Gouveia Vineyard
George Motel	Sunrise Vinyard

Guests

N/A

Department of Agriculture Attendees

Robert Pelligrino	DOAG
Jamie Smith	jaimie.smith@ct.gov

1 Call to order

- 1.1 Meeting was called to order at 10:03 by Acting Chair Pelligrino
- 1.2 Sign in sheet was distributed and email addresses were requested of all present
- 1.3 Agenda and minutes to the last meeting were distributed
- 1.4 Gary Crump motioned to accept the minutes second by Dick Auger discussion ensued

2 Meeting Minutes

- 2.1 Meeting minutes were reviewed.
- 2.2 No corrections or additions were noted

2.3 Minutes were accepted unanimously.

3 Chairman Reports

- 3.1 The Chairman requested that beginning the next meeting, all agenda items should come from the Council members and not the Commissioners Office. It was noted that there is an agenda attached to all minutes for the next meeting posted on the DOAG website. It was requested that if a member has a specific agenda item, they sent it to the Secretary for inclusion on the updated agenda.
- 3.2 The Big E is fast approaching and we need wineries to volunteer for dates to man the Booth in the Connecticut Building. The Chair reminded everyone that last year he had some cancelations and that two wineries graciously provided people to man the booth. It was requested that if a winery commits to a date and finds that they cannot make the date, then that winery need to find a replacement for the committed day. Further discussion ensued about Connecticut Day. *A motion was made by Dick Auger and Seconded by Steve Vollweiler that if the Connecticut State winner at the Big E wine competition cannot man the booth on Connecticut Day, then representatives from entire Farm Winery Industry will man the booth. Motion passed.*

3.3

4 Treasurers Report

- 4.1 A written treasures report was submitted by Bill Hopkins.
- 4.2 The time period was from 03/12/09 to 06/11/09
- 4.3 Beginning checkbook balance was \$21,608.14 ending balance \$30,164.81
- 4.4 Income – Reimbursement from DOAG \$4,969.49; Grant from DOAG \$3,600.00
- 4.6 Expenses – Postage \$12.82
- 4.7 *A motion was made by Gary Crump and seconded by Dick Augerl to accept the report. Unanimous vote.*

5 Old Business

- 5.1 Legislative Update
- 5.1.1 Two legislative bills were passed that impact Farm Wineries. They are;
- 5.2 Hours of Operation
- An administrative change to the Farm Winery Act was made to extend the hours of operation until 9:00 pm from 8:00pm.
- 5.3 Wine Festival
- 5.3.1 Two wine festival can be permitted under the new legislation. CVWA is the appointed non-profit entity designated to host the festival. (see new business for more details on festival)
- 5.4 Passport Information
- 5.4.1 The updated passports were printed.
- 5.4.2 50,000 units were printed
- 5.4.2 All wineries were given at least one case of passports.
- 5.4.3 Steve Vollweiler, George Motel and Gary Crump have extra cases of passports and if a winery needs more, please contact one of these individuals.
- 5.4.4 Jamie Jones noted that there are some problems with a few passports in that the first page is blank, and therefore other pages in the passport will also be blank. He asked all wineries look at the first page and if it is blank, throw it away.
- 5.4.5 Gary Crump to save two boxes of Passports for the Big E
- 5.5 Winey Brochure
- 5.5.1 DOAG received permission to print more brochures.

5.5.2 All wineries must submit updated information to Jamie Smith.

5.5.3 Jamie Smith led a discussion on the Winery Map on the brochure. There is now not enough room on the brochure to fit winery directions and the Map. Discussion ensued. *A motion was made by Gary Crump and seconded by Jamie Jones to retain the map, delete all the directions and include all registered Farm Wineries so we can fit all the wineries on the brochure. Passed unanimously.*

5.6 Passport information from 2008

5.6.1 All wineries should have received comments copied from the passports about their winery from the CFA.

5.6.2 We now have a CD with emails from Passport participants. This information is for Council use only.

6 New Business

6.1 Wine Festival

6.1.1 The Wine Festival sponsored by CVWA will be held at the Goshen Fairgrounds on August 1 and 2.

6.1.2 CVWA has hired an events coordinator to handle all advertising, logistics and communications. The name of the contact person is Kristine Manning from Ferral Creative. She can be reached at [manning @ferralcreative.com](mailto:manning@ferralcreative.com)

6.1.4 Booth fees are \$500 for CVWA members and \$750 for non CVWA members

6.1.5 Only four wines will be poured by wineries and CVWA will provide ½ once pourers.

6.1.6 Discussion was held on which medial type should be used to advertise as print newspapers may not be the right venue to spend all our advertising dollars on. *Gary Crump made a motion that was seconded by Steve Vollweiler to spend up to \$12k on print and digital advertisement from the Council budget to support the Wine Festival from June 12 to July 31. Motion passed unanimously.*

6.2 Pictures for the new updated brochure

6.2.1 Jamie Smith asked members to send her vineyard pictures to be used for the cover of the brochure as the current picture is not a true representation of a Connecticut Farm Winery.

6.3 E-Mail Blasts (advertisements)

6.3.1 CFA has the ability to send email blast to already created email lists.

6.3.2 Discussions centered on the possibility of sending three blasts within the next few weeks.

6.3.3 *Motion was made by Jamie Jones and seconded by Gary Crump to have Dick Auger write three press releases on (1) The Passport Program, for immediate release (2) The Wine Festival, 1st of July, and (3) The Big E, end of August. Motion carried unanimously.*

6.3.4 Press release draft to be sent to the Council members for their edits, then sent to Ginger at CFA for Blasting.

Meeting ended at 11:30 with a motion to adjourn made by Gary Crump and seconded by Bill Hopkins.

Next Meeting

September 10, 2009

10:00 am to 12:00 noon

Conference Room #G-8A

Draft Agenda for 10 September 2009 Meeting

Call to Order

Meeting Minutes Review

Chairman Report

Treasures Report

Old Business

- Update on the Big E for 2009
- Budget review for 2010
- Marketing survey distribution

New Business

- Legislative Update

Meeting Close

Next Meeting