



Connecticut Farm Wine Development Council (CFWDC)

Meeting Minutes for 10 September 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 Vollweiler	svollweiler@yahoo.com	Sharpe Hill Vineyard	P
George Motel	gmotel@bozzutos.com	Sunset Meadows Winery	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	frey65@sbcglobal.net	Walker Road Vineyard
Joe Gouveia	gouveiavineyard@sbcglobal.net	Gouveia Vineyard

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 10:01 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 Bob Pelligrino motioned to accept the minutes second by Gary Crump discussion ensued

2 Meeting Minutes

- 2.1 Meeting minutes were reviewed.
- 2.2 It was noted that the attendance designation was reversed for Dr. Weidemann and Dr. Nail.
- 2.3 Minutes were accepted unanimously.

3 Chairman Reports

- 3.1 The Acting Chair expressed his disappointment with the number of Farm Wineries that volunteered to work a day at the Winery Booth at the Big E. There were six days not covered by Wineries. It was noted that Commissioner Pelligrino filled the six days with the Specialty Food People. Discussion followed. Options were discussed for next year at the Big E. Among the options considered were: do not commit for the entire 17 days; only commit to being there on week days and not week ends; hire someone to work weekends; hire someone to work the entire 17 days. The Apple Specialty Group currently pays individuals to represent them and give out brochures.
- 3.2 Vermont and Massachusetts are exploring the requirements to get a license to sell alcohol at the fair. Deputy Commissioner Pelligrino will engage the Big E and see what the process is to sell alcohol.

4 Treasurers Report

- 4.1 A written treasurers report was submitted by Bill Hopkins.
- 4.2 The time period was from 06/12/09 to 09/10/09
- 4.3 Beginning checkbook balance was \$30,164.81; ending balance \$30,164.81
- 4.4 Income – Grant from DOAG \$8,500 for advertisement for the Goshen Wine Festival.
- 4.6 Expenses – \$8,500 for advertisement for Goshen Wine Festival
- 4.7 *A motion was made by Gary Crump and seconded by Dick Auger to accept the report. Unanimous vote.*

5 Old Business

- 5.1 Legislative Update
 - 5.1.1 A request was made of the Council for any items to include in this years Legislative session.
 - 5.1.2 Two items were mentioned; Wine in grocery stores; Wine for sale in Farmers Markets. The Commissioner will poll the Market Masters to see if they want wine at the Farm Markets.
- 5.2 Big E funding. *A motion was made by Jamie Jones and seconded by Dick Auger to fund Big E expenses for labor for this year.* Discussions ensued and it was resolved that Bob Pelligrino would find people to staff the Wine Booth and compensate them from the Council funds. *Motioned passed unanimously.*
- 5.3 Wine Festival Report
 - 5.3.1 Approximately 4,000 people attended the festival; there was some profit made; there is a recognized need that the Festival needs to expand into another building to spread out the wineries and food vendors.
- 5.4 Passport Information
 - 5.4.1 Discussion of prizes, overall costs and an update of the program were discussed.
 - 5.4.2 The program is very successful and brings many customers into the wineries.
 - 5.4.3 The Passport program is starting to look dated. It needs to be re-freshed. New Jersey has updated their program and it looks very good. The Passport is in color.
 - 5.4.4 Corporate sponsors should be considered for prizes. If corporate sponsors are used, there will be many restrictions if the State pays for the printing.

- 5.4.5 2010 Program will include printing 50,000 Passports at a cost of \$10,000. If Passports are re-designed, there may be some cost savings. The cost savings would be gained through using a different sized booklet. The small booklet is expensive to assemble.
- 5.4.6 Redesign needs to start right after the Big E.
- 5.4.7 The drawing for the Passport program will be at the next meeting on 10 December 2009.

5.5 Old Market Survey will be printed and distributed.

6 New Business (The Commissioner arrived for this portion of the meeting)

6.1 Funding for Council

- 6.1.1 In a last minute ruling the AG stated that the Governor could not use the line item veto to cut funding for various items including the Council budget.
- 6.1.2 The council will receive \$47,500 in funding through the "Community Reinvestment Act".
- 6.1.3 Payments from the Act will be received on a Quarterly basis.
- 6.1.4 The Commissioner stated that he has the right under the Act to charge the Council a 10% fee for Administrative Costs. The DOAG has seen a 60% reduction in discretionary program cuts and the Commissioner will use the 10% to fund some programs.

6.2 Council Appointments

- 6.2.1 There are now 13 members of the Council
- 6.2.2 8 members are appointed and 5 are standing members
- 6.2.3 Dick Auger, Jamie Jones and George Motel have been appointed to four year terms.
- 6.2.4 There is an open issue with the appointment process. There has been no indication if the entire Council was dismissed and need re-appointment or if the four year term members will continue with their appointment and the new members are also appointed for four years. The Commissioner will work with Administrative Services to resolve.

6.3 Winery Signs

- 6.3.1 Joe Gouveie asked the Council if the sign issue was resolved. He reported that one of his signs was removed from its location on Rt.16 in North Branford. He contacted the DOT and they did say they removed it. Bob Pelligrino said there is nothing going on with signage and if he cannot get the problem resolved with DOT, he will investigate.

6.4 Wine Competition at the Big E

- 6.4.1 There were several questions on the Judging of the Big E Wine Competition. Jamie Smith was able to address some of the issues.
- 6.4.2 There were three panels of four judges.
- 6.4.3 The Judges came from AWS.
- 6.4.4 Judges are not compensated, only paid for mileage.
- 6.4.5 Judges taste wine from approximately 11am to 6 pm.
- 6.4.6 A statement was made that as evidenced from the past contest winners, a sweet wine is the preferred style of wine to the judges, which is not consistent with other national and international competitions.
- 6.4.7 This year the wine judging venue was moved from a hotel to the Cow Arena at the Big E. (It also rained the day of the tasting.)
- 6.4.8 At the end of each class of wine, the judges were given twenty minutes to fill out the evaluation sheets and rate all the wine.

- 6.4.9 It was noted that each of the New England states have different rules that classify wines. As such, wine from the Northeast are in direct competition with wines from California, Washington state and Oregon in the same category.
- 6.4.10 It was suggested that Donna/Elena should be invited to a Council meeting to discuss how the Wine Competition can become more competitive with other national and international events.
- 6.5.1 *A motion was made by Bob Pelligrino and seconded by Steve Vollweiler to budget (not to exceed) \$5,000 to work Friday, Saturday and Sundays of the Big E. The wineries would then work the weekdays.* Discussions followed and it was approved unanimously.

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

Next Meeting

December 10, 2009 10:00 am to 12:00 noon

Conference Room #G-8A

Draft Agenda for 10 December 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
- Drawing for Passport Prizes

New Business

- Legislative Update

Meeting Close

Next Meeting