

DRAFT

Connecticut Farm Wine
DEVELOPMENT COUNCIL



Connecticut Farm Wine Development Council (CFWDC)

Meeting Minutes for April 5, 2012

Chairman

Steven K. Reviczky

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Commissioner of Agriculture.

P

Council Members

Dick Auger

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Jamie Jones

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Jones Family Farm & Winery

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Gary Crump

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Bill Hopkins

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Hopkins Vineyards

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Sunset Meadow Vineyard

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Dean, UConn Coll. of Ag

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Dr. Bill Nail

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CT Ag Experiment Station

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Farm Winery Attendees

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Maugle Sierra Vineyards

Department of Agriculture Attendees

Robert Pellegrino

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DoAg

Jaime Smith

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DoAg

George Krivda Jr.

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DoAg

1. Call to order

- 1.1 The meeting was called to order at 10:08am by Commissioner Steven K. Reviczky, Council Chairman. A sign in sheet was passed around. The agenda and previous meeting minutes were also distributed.

2. Chairman's Report

- 2.1 Chairman Reviczky welcomed attendees and discussed the resurrection of the Governor's Council for Agricultural Development.

- 2.1a The Governor's Council has a full contingent of 15 members.
 - 2.1b Council activities have currently involved the creation of two subcommittees with 10 working groups. The working groups consist of industry stake holders and members of the Council.
 - 2.1c Overall the Council will develop a plan to make legislative recommendations to bolster demand for CT Grown.
- 2.2 Jamie Jones mentioned that the amount of CT wine sold accounts for .88% of all wine sold in CT so there's significant room for improvement.

3. Meeting Minutes

- 3.1 Gary Crump motioned to accept the minutes as submitted. It was second by George Motel. No discussion followed.
- 3.2 The motioned passed unanimously.

4. Treasurer's Report

- 4.1 A written treasurer's report was submitted by Bill Hopkins for the time period 11/30/11 to 3/31/12.
- 4.2 The current balance is \$22,157.33 with a beginning checkbook balance of \$32,125.77 and two expenses, \$4,761.52 for Passport trips to Spain and \$5,212.95 for payments to those that attended the Big E. There was \$6.03 in income.
- 4.3 Mr. Hopkins noted that the \$4,761.52 for Passport program-related expenses will be reimbursed by the Council. Mr. Hopkins will submit an invoice to Robert Pellegrino at the agency for reimbursement.
- 4.4 A motion was made by Mr. Crump and seconded by Mr. Hopkins to accept the Treasurer's report as submitted. The motion passed unanimously.

5. Old Business

- 5.1 *2011 Passport Program*
 - 5.1a Jaime Smith informed the Council that all the winners had been contacted by either herself or Mr. Crump.
 - 5.1b There was one issue with a winner who could not take advantage of the tickets to the Wine Festival in 2012. Mr. Jones offered to donate a new certificate for two bottles of wine to send to the winner in lieu of the Wine Festival tickets. Mrs. Smith said that she will contact the winner and ask him to return the Festival tickets in exchange for a new certificate for two bottles of wine.
- 5.2 *2012 Passport Program*
 - 5.2a Mrs. Smith informed everyone that the Passport was ready to go to print.
 - 5.2b There was some discussion on the number of stamps required and if it should increase with the addition of new wineries. The conclusion was to leave it at 16 required stamps to enter the contest.
 - 5.2c There was also discussion on highlighting/rewarding participants that obtained all 32 stamps. In addition to being entered into the large drawing, it was suggested that anyone who received all 32 stamps would receive something in addition just for completing the entire Passport. Some concerns were expressed about who would confirm and check each Passport. It was suggested that when the Passports are turned in to the wineries, that the wineries would have to do the initial check.

- 5.2d Mr. Motel made the motion that for the benefit of attendees who receive all 32 stamps, they will automatically receive one free ticket to the 2013 Wine Festival. Mr. Crump seconded the motion. The motion passed unanimously.
- 5.2e The CT Vineyard and Winery Association has been asked to discuss this at their next meeting and report back to the Council with the status of donating an unknown number of free tickets.
- 5.2f Mrs. Smith will add language to the prize page of the 2012 Passport to highlight the new prize category.
- 5.2g There was some concerns expressed over wineries that are not following the guidelines to participate in the program. It was suggested that the guidelines for participation be updated to include the language which requires wineries to check each Passport for 32 stamps. Mrs. Smith will update and email these guidelines to all participating wineries and require they returned the guidelines signed before they receive the 2012 Passports.
- 5.2h Point of purchase material was also discussed. It was brought up that POP material was available in the past but needed a more streamlined design and copy. It was suggested that Mrs. Smith work to redesign the POP and have 8.5x11 and 11x17 posters made for distribution to the wineries for this program year.
- 5.3 *Long Range Planning Subcommittee*
 - 5.3a Mr. Motel reported that he met with Chairman Reviczky to go over what the subcommittee had accomplished and their findings thus far.
 - 5.3b Chairman Reviczky would like to review the document that was submitted during their meeting and give it and the committee some additional though. Chairman Reviczky felt there was room for improvement, especially given the current status of the Governor's Council.
 - 5.3c The document was also distributed to those in attendance.
- 5.4 *Big E Update*
 - 5.4a Robert Pellegrino reported that him and his staff met with the CT Building building mangers earlier in the week. They are currently trying to obtain a liquor license for the building which would allow participants in the wine booth the ability the sell either bottles of wine or glasses of wine to fair-goers.
 - 5.4b The building managers also proposed a renovation of the wine booth to make it look and feel more like a wine cellar. The thought was that all CT wines could be featured through the duration of the fair while each day one winery would be highlighted (the participating winery in the booth on that given day).
 - 5.4c Renovations to the wine booth would be at the Councils expense. An estimate of those expenses are be identified in cooperation with the building mangers and DPW. The anticipated costs will be minimal since labor expenses would be free through DPW.
 - 5.4d Mr. Crump motioned to participated in the Big E for 2012. Mr. Jones seconded the motion. The motion passed unanimously.
 - 5.4e Mrs. Smith informed the Council the Big E Gold Wine Competition was in the process of adding categories and soliciting judges. There was some concern over the quality of judges and members of the Council expressed the need for certified judges to have a quality competition. There was also discussion on throwing out the lowest score to prevent skewing of individual scores/results.

6. New Business

6.1 *Legislative Update*

- 6.1a George Krivda, Legislative Program Manager reviewed House Bill 5021, the current law, and proposed changes.
- 6.1b Mr. Motel mentioned that he submitted testimony (on behalf of CVWA) opposing the language regarding liquor stores.
- 6.1c There was some concern over the lack of representation of the wine industry regarding minimum pricing and how that could affect CT wine producers.
- 6.1d Mr. Krivda suggested that a subcommittee be formed to put language together for the 2013 legislative session.

6.2 *2012 Wine Brochure*

- 6.2a Mrs. Smith mentioned the current wine brochure is extremely out of date and needs to be updated if the Council wishes to do so.
- 6.2b The general consensus was to not print an additional brochure but to give each winery a chance to update their information on the agency's website.
- 6.2c Mrs. Smith will contact the wineries and begin the process of updating their information.

6.3 *2nd Wine Festival*

- 6.3a Mr. Motel and Mr. Jones updated everyone with the status of the second wine festival. Due to the extensive amount of time and expense the festival takes, CVWA is trying to incorporate the second festival into an already established event in the eastern portion of the state.
- 6.3b Current venues that have been considered are the Brooklyn Fairgrounds and Foxwoods. Other suggestions discussed during the meeting included Harkness Park or the CT Flower Show.
- 6.3c Mr. Jones suggested that anyone who has a suggestion for a place, to contact the potential venue for basic information.

Chairman Reviczky opened the agenda for additional agenda items for consideration.

Mr. Jones motioned to add the sponsorship of the state's tourism conference to the agenda. Mr. Crump seconded and the motion passed unanimously.

6.4 *Sponsorship of the State Tourism Conference*

- 6.4a Mr. Jones proposed to the Council the possibility of cosponsoring the state tourism conference on May 17, 2012 in partnership with the CVWA. In exchange for the sponsorship, the Council would receive a shared booth space with CVWA and an ad in the conference program. The total sponsorship is \$3,000; \$1500 from the Council's budget.
- 6.4b Mr. Motel motioned to sponsor half of the overall sponsorship, \$1500, of the state's tourism conference. Mr. Crump seconded the motion. The motion passed unanimously.

Chairman Reviczky asked if there were any other agenda items for consideration.

Mr. Hopkins inquired about the status of his position and other officers on the Council. He felt he had been treasurer since the Council had originally been established and wondered if an election of officers was due. Recently, he received two calls from the State Treasurer's Office regarding the outside account. It was suggested the topic be put on the agenda for the next meeting.

Next Meeting

June 14, 2012 from 10:00am to 12:00pm in conference room G8A.

Chairman Reviczky adjourned the meeting at 12:14pm.

Respectfully Submitted,



Jaime L. Smith
Acting Secretary

Draft agenda for the June 14, 2012 meeting attached.

Draft Agenda for June 14, 2012 Meeting

Call to Order

Meeting Minutes Review

Chairman Report

Treasures Report

Old Business

- 2012 Passport Program Update
- Long Range Planning sub-committee update
- Big E wine sales
- Website listing update

New Business

- Treasurers Position/Election of Officers
- Marketing for Festival

Next Meeting

Meeting Close

Following the meeting there will be a presentation by Jeremy Jeliffe, UConn Graduate Student on the findings of the vineyard feasibility study.