



Connecticut Farm Wine Development Council (CFWDC)

Meeting Minutes for 09 June 2011

Chairman

Steve Reviczky steven.reviczky@ct.gov Commissioner of Ag. P

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
George Motel	gmotel@bozzuto.com	Sunset Meadow Vineyard	P
Gregory Weidemann	gregory.weidemann@uconn.edu	Dean & Director UCONN	A
Dr. Bill Nail	william.nail@po.state.ct.us	Ct Agricultural Station	P

Farm Winery Attendees

Jim Frey	frey65@sbcglobal.net	Walker Road Vineyard	
Jim Jearam	jearamwinery@hotmail.com	Jearam Winery	
Joe Gouveia	gouveiavineyard	Gouveia Vineyards	
George Motel Jr.	sunsetmeadowvineyards@yahoo.com	Sunset Meadows Vineyards	

Department of Agriculture Attendees

Jamie Smith	Jaimie.smith@ct.gov	DOAG
George Krivda Jr.		DOAG

1 Call to order

- 1.1 Meeting was called to order at 11:29 by Chairman Reviczky.
- 1.2 Sign in sheet was distributed and email addresses were requested of all present
- 1.3 Jamie Smith distributed the Agenda and minutes to the last meeting

2 Meeting Minutes

- 2.1 Steve Vollweiller motioned to accept the minutes second by Jamie Jones, discussion ensued with one correction to the minutes; Bill Hopkins was not present at the meeting and he was not there to make a Treasurers report.
- 2.2 Motioned carried with 6 affirmative and one abstention (7 votes).

3 Chairman Report

- 3.1 The Commissioner asked to have formal introduction of all present. He then shared with the group that he was happy to be back “home” in the agency again as he really is looking to move the agricultural sector forward.
- 3.2 The Commissioner then announced that the Legislature at the last minute approved the Community Reinvestment Act and the Farm Winery Development Council will receive their funding for the next two years of \$47,500 with the 10% DOAG administrative charges deducted.
- 3.3 Commissioner Reviczky introduced Mr. George Krivda Jr. to the group. Mr. Krivda is the DOAG Legislative Liaison. George then spent some time explaining the concept of “Results Based Accountability” to the Council members.
- 3.4 Commissioner Reviczky then asked to discuss a Purchase Request that was presented to him for approval for an expenditure of \$10,000 for billboard ads for the Ct Wine Festival. Discussion was had as to the measured value of billboards and the return on the investment of this type of advertisement. George Motel stated that billboards are good exposure but are difficult to measure in terms of direct influence. Further discussion was then had on different forms of advertisement that would be directed at prime wine consumers and the value of using the internet and ad agencies that specialize in this type of direct to consumer ads. This would then allow for better data generation on the effectiveness of the advertisement and the dollars spent. The Commissioner stated that he needs data to support the decision to use Development Council funds for billboard advertisement in the sum of \$10,000.
- 3.5 After much discussion on the subject of advertisement and the time left until the Wine Festival, the concept of Results Based Accountability was again voiced by Mr Krivda and the potential problems associated with this spend, *Gary Crump made a motion to approve the billboard spend of \$10,000 for the Wine Festival. The motion was seconded by Steve Vollweiller. The vote was 5 affirmative and 2 dissents (7 votes)*

4 Treasurers Report

- 4.1 A written treasures report was submitted by Bill Hopkins.
- 4.2 The time period was from 01/01/11 to 06/08/11
- 4.3 Beginning checkbook balance was \$28,329.93 ending balance \$27,255.41
- 4.4 Income was \$22.93.
- 4.6 Copies of the budget were distributed with detailed list of expenses.
- 4.7 *A motion was made by Gary Crump and seconded by Steve Vollweiller to accept the report. Unanimous vote. (7 votes)*

5 Old Business

- 5.1 Legislative Update
 - 5.1.1 The Farmers Market wine sales legislation was approved. Details will be available at the next Council meeting and members can look online for details.
 - 5.1.2 Second Wine Festival did not make it out of committee.
- 5.2 Big E Update
 - 5.2.1 Email for sign up for specific date will go out in the next 30 -45 days.
 - 5.2.2 Participation grant is \$300 per day to be given to wineries that participate. It was noted that if two wineries spend a day together, they would split the \$300 grant.
 - 5.2.3 There is no requirement to pour/taste wine; it is up to each winery to make the decision.

6 New Business

1. 6.1 Radio Advertisement. Motion was made by George Motel and seconded by Jamie Jones to have the Commissioner review the Wine Festival advertisement on WDRC radio for \$4,000 for compliance to State procurement rules and approvals. If it meets the criteria then we would move forward with the \$4,000 spend for the advertisement. The vote was unanimous. (7 votes)
- 6.2 The Commissioner asked the status of the Long Range Planning sub-committee. George Motel reported that the first report was submitted last September for review and the sub-committee as not met since. George Motel will schedule a meeting with the Commissioner to review the report at a separate meeting.
- 6.3 The Wine Development Council thanks Dr. Nail for coordinating the training today with Cornell and for Joe Gouveia for his use of the winery as the host site.

Motion was made to adjourn by George Motel and seconded by Dick Auger. Passed unanimously.

Next Meeting

8 September 2011 10:00 am to 12:00 noon

Conference Room #G-8A

Call to Order

Meeting Minutes Review

Chairman Report

Treasures Report

Old Business

- Update on wine sales at the Big E for 2011
- Budget review for 2011
- Passport Program update
- Long Range Planning sub-committee update

New Business

- Legislative Update

Meeting Close

Next Meeting