

DRAFT

Connecticut Farm Wine
DEVELOPMENT COUNCIL



Connecticut Farm Wine Development Council PASSPORT SUBCOMMITTEE

Meeting Minutes for November 7, 2013

Chairman

Steven K. Reviczky steven.reviczky@ct.gov Commissioner of Agriculture. P

Subcommittee Members

Dick Auger	dick@taylorbrookewinery.com	Taylor Brooke Winery	P
Jamie Jones	jamie@jonesfamilyfarms.com	Jones Family Farm & Winery	P
Gary Crump	garyvin27@sbcglobal.net	Priam Vineyards	P
Michelle Niedermeyer	michelle108_us@yahoo.com	Lost Acres Vineyard	P
Judy Ferraro	ctvalleywinery@yahoo.com	CT Valley Winery	P

Department of Agriculture Attendees

Jaime Smith jaime.smith@ct.gov DoAg

Guests

Linda Auger	dick@taylorbrookewinery.com	Taylor Brooke Winery
Dr. Ferraro	ctvalleywinery@yahoo.com	CT Valley Winery

1. Welcome and Review of Sub-committee goals

1.1 The meeting was called to order at 9:43am by Commissioner Reviczky, Subcommittee Chairman.

2. Minutes

2.1 The minutes were not available and will be voted on at a later time.

3. Passport Assessment Survey

3.1 The committee made a few changes to the survey and requested that it be sent out at the end of the week. It was also requested the link be sent to the wineries for distribution as well.

4. Prize Alternatives for 2014

4.1 It was determined that prize alternatives will not be discussed until after the survey responses are collected.

5. Advertising for 2014

5.1 Advertising needs to be reinforced with the wineries and their responsibility to the program.
5.2 Mrs. Smith will solicit WNPR for prices for radio advertising. Mrs. Smith will also request proposals from graphic designers to re-design the point of purchase materials.

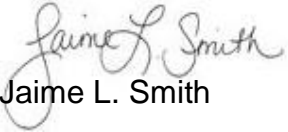
6. Other Discussion

6.1 It was suggested that a large, state-wide meeting be held this winter. Each winery would be required to have a representative attend. Details of the meeting would be worked out in the near future but would certainly include the Passport Program as a topic.

7. Meeting Adjourn

7.1 The meeting was adjourned by Chairman Reviczky at 11:04am.

Respectfully Submitted,


Jaime L. Smith