

KENTUCKY GRAPE & WINE COUNCIL
March 20, 2019
Kentucky Department of Agriculture, Office of Marketing
Frankfort, KY
1:00PM

MEMBERS IN ATTENDANCE:

REPRESENTING CITIZENS AT LARGE:	RACHAEL PEAKE
REPRESENTING CITIZENS AT LARGE:	RAYMOND MEYER
REPRESENTING GRAPE GROWERS:	SHANNA OSBORNE
REPRESENTING KY DEPT OF AGRICULTURE:	MELANIE BLANDFORD
REPRESENTING THE UNIVERSITY OF KY:	PATSY WILSON
REPRESENTING WINERY OPERATORS:	LOGAN LEET
REPRESENTING WINERY OPERATORS:	FRANCINE SLOAN
REPRESENTING WINERY OPERATORS:	ANTHONY PARNIGONI

MEMBERS ABSENT:

REPRESENTING GRAPE GROWERS:	JENNY BEETZ
REPRESENTING TOURISM, ARTS & HERITAGE:	VACANT

OTHERS REPRESENTED

GOVERNOR'S OFFICE OF AG POLICY:	DANIELLE MILBERN
KY DEPT OF AGRICULTURE / KGWC:	TYLER MADISON

Call to Order:

Mr. Logan Leet called the meeting of the Kentucky Grape & Wine Council (KGWC) to order at 1:05pm. Mr. Tyler Madison called the role and a quorum was confirmed.

Mr. Raymond Meyer made a motion to approve minutes. Mrs. Shanna Osborne seconded the motion, all voted in favor and the motion passed.

Financial Report:

Wholesale Reimbursement: For P1-19, \$15,000 is available for total reimbursement (\$30,000 approved in 2019 per the Kentucky Agricultural Development Fund KGWC Grant). Opt-in emails/letters were sent to all Small Farm Wholesalers and wineries in December with a 12/31 deadline to apply.

Nine wholesaler representing seventeen wineries opted-in with a cap set at \$880 per winery (44 cases). As of 3/19, the current payout totaled \$880. New for P1-19, only wines comprised of at least 75% KY grown fruit are eligible for reimbursement consideration. All wines must be approved by the council prior to delivery. The KGWC reserves the right to request records in order to verify grape origin of any wine in question.

Branding & Advertising: Final expenses from the remaining rollover FY18 Funds included: Drink KY app Facebook Events update, a full-page ad in Bourbon Country, agency fees, 2019 Winery Guides (design and production), winery guides shipping, Drink KY app gifts (silicone wine glasses) and a holiday / stock product photo shoot of all gold medal winning wine bottles from the 2018 Kentucky Commonwealth Commercial Wine Competition & Commissioner's Cup.

The *12 Days of KY wine* holiday marketing campaign (total budget of \$1,500 boosted/promoted) comprised of images from the aforementioned photo shoot was paid by Kentucky Proud B&A. The campaign ran from 12/13 – 12/24 and garnered approximately 62,000 total impressions.

KENTUCKY GRAPE & WINE COUNCIL
MARCH 20, 2019 MEETING MINUTES

Funds for 2019's KGWC B&A (\$110,000) were deposited in December. Please refer to the approved B&A guidelines submitted to the Governor's Office of Agricultural Policy (GOAP) for specifications on Kentucky Agricultural Development Board (KADF) grant allocation category restrictions.

Current and future/ongoing marketing projects include:

- A complete audit of the Drink KY app followed by recommendations for annual maintenance and updates to include more specific reporting and analytics. Total budget for 2019 = \$22,000
- Forthcoming Media Recommendations. The current proposed strategy is to combine Drink KY promotional efforts with consumer education awareness campaigns (blended as well as individual media components for each) to maximize reach and stretch budgets. Mostly digital, there may also be limited print media. Campaigns will run: Late spring/early summer, Fall, Holiday.
- Mrs. Osborne mentioned that this year, State Tourism's promotional efforts will focus on story telling: It would behoove Kentucky's wine industry to find ways to partner with Tourism and ensure open lines of communication for cross-promotional opportunities.
- All marketing material files should be placed in sharable locations to allow wineries access to printing at their discretion and the opportunity to potentially add customization.

Upcoming meetings will include further detailed discussions and proposals for the 2019 media plan as well as baseline surveys to track success and feedback of campaigns for reports.

KDA Staff Report:

Reporting: Progress reports will need to show increase in vineyard acreage to secure second year and future funding possibilities through KADF.

Grower Expansion Grants: The Kentucky Agricultural Finance Corporation (KAFC) suggested that a new loan isn't necessary because interested growers may already qualify for existing loans (see KAFC Minutes). Growers interested in beverage crop expansion are recommended to apply under an existing KAFC loan program and/or FSA's microloan program.

Grower surveys to accurately determine vineyard acreage, growth, interest in expansion and ability to access competitive loans need to be created, disseminated and cataloged.

Mr. Madison agreed to create the first survey and send it out to all licensed wineries. Mrs. Patsy Wilson agreed to disperse the survey to her most complete list of growers as well as extension agents to gather basic but vital information. **A motion to complete and disseminate a survey was made by Mrs. Osborne. The motion was seconded by Mrs. Rachel Peake, all voted all in favor and the motion passed.**

Committee Reports:

Legislative: No report

Research / Grower Development / UK Report: Mrs. Wilson mentioned the upcoming pruning workshop (25-30 people) which will be a soils workshop with John Kempf educating attendees on grapes and perineal fruit crops. The workshop is scheduled to take place on 4/26 at the UK research farm (\$50 including lunch).

Wholesale and Distribution: No report

Events: None

Announcements: None

Adjournment

There being no further business to discuss, Mrs. Shanna Osborne made a motion to adjourn at 2:23 pm