

KENTUCKY GRAPE & WINE COUNCIL
May 15, 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 WINERY OPERATORS:	LOGAN LEET
REPRESENTING WINERY OPERATORS:	FRANCINE SLOAN
REPRESENTING WINERY OPERATORS:	ANTHONY PARNIGONI

MEMBERS ABSENT:

REPRESENTING GRAPE GROWERS:	JENNY BEETZ
REPRESENTING KY DEPT OF AGRICULTURE:	MELANIE BLANDFORD
REPRESENTING TOURISM, ARTS & HERITAGE:	VACANT
REPRESENTING THE UNIVERSITY OF KY:	PATSY WILSON

OTHERS REPRESENTED

KY DEPT OF AGRICULTURE / KGWC:	TYLER MADISON
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Call to Order:

Mr. Tony Parnigoni called the meeting of the Kentucky Grape & Wine Council (KGWC) to order at 1:02pm. Mr. Tyler Madison called the role and a quorum was confirmed.

Mrs. Shanna Osborne made a motion to approve minutes. Mr. Butch Meyer 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).

Nine wholesaler representing seventeen wineries opted-in with a cap set at \$880 per winery (44 cases). As of 5/14, the current payout totaled \$3,180.

Branding & Advertising:

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:

- **Drink KY App Maintenance and Updates (Total budget for 2019 = \$22,000):** All hosting has been successfully transferred from original developer (Lelander, St. Louis) to in-house development team at Doe Anderson. A complete audit of the app resulted in an update MoSCoW. Following the audit, \$19,300 remain for updates, of which 25 hours (\$2,250) for miscellaneous management of the app for the year will be retained. Work will begin with iOS and then move to Android dependent on budget. Developers will work in 2 week sprints followed by one week of review and testing. Locations List – UX / Functionality was moved below Account Creation- UX on MoSCoW list

KENTUCKY GRAPE & WINE COUNCIL
MAY 15, 2019 MEETING MINUTES

based on council feedback. A motion was made to approve the current MoSCoW with adjusted importance as noted above by Mrs. Shanna Osborne. Mrs. Francine Sloan seconded the motion. All voted in favor and the motion passed.

- **Media Recommendations.** The 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.
 - **Drink KY App Download Campaign (Total budget for 2019 = \$22,000):** The goal is to encourage downloads of the Drink KY app that promotes tasting room sales and winery visits. The 6-week digital campaign will run throughout the summer following app update launches with a 4-week Pinterest campaign and 1x print insertion. Placement will reach statewide with a target audience of adults 25-54 including behavioral and contextual targeting. The council made the following recommendations to the proposed media placement: Reclassify target specifically to women. Behavioral targeting to remove store shoppers and happy hour seekers and add food/restaurant, tours, live entertainment and bourbon trail. For creative, select Wine Pour concept but update the :15 to "Here's your personal guide to exploring, touring and tasting at over 65 unique Kentucky wineries." Mrs. Rachael Peake made a motion to accept media placement for App campaign with edits noted above. The motion was seconded by Mr. Butch Meyer. All voted in favor and the motion passed.
 - **Consumer Education Campaign (Total budget for 2019 = \$22,000):** The goal is to educate consumers about Kentucky wines with a focus on wines produced with Kentucky grown fruit. The 6-week digital campaign will include a 4-week Pinterest promotion with 1x (December) print insertion. The council made the following recommendations to the proposed media placement: Reclassify target specially to women. For creative, the KGWC like the "Corks," concept but request action video/imagery (i.e. in the first two scenes to have people working in the vineyard and doing something like racking tanks or filtering in the winery. The last two to be friends drinking in a tasting room together and music events or something similar). For the :15 update copy to, "Discover the unique wineries of Kentucky and satisfy your taste for adventure, too. Start your journey now at kentuckywine.com." For the :06, "Visit more than 65 unique wineries, satisfy your taste for adventure, Start your Kentucky wine journey at kentuckywine.com." Mr. Butch Meyer made a motion to accept media placement for Education campaign with edits noted above. The motion was seconded by Mrs. Francine Sloan. All voted in favor and the motion passed.
- Note: 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.

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 Surveys: Grower surveys to accurately determine vineyard acreage, growth, interest in expansion and ability to access competitive loans have been created, disseminated and are being cataloged. Mrs. Patsy Wilson agreed to additionally disperse the survey to her most complete list of growers as well as extension agents to gather basic but vital information.

Committee Reports:

Legislative: No report

Research / Grower Development / UK Report: No report

Wholesale and Distribution: No report

Events: None

Adjournment

There being no further business to discuss, Mrs. Shanna Osborne made a motion to adjourn at 2:17 pm