

KENTUCKY GRAPE AND WINE COUNCIL
JANUARY 5TH, 2012
EMBASSY SUITES
LEXINGTON, KY
3:30 PM



KENTUCKY

WINE

MEMBERS IN ATTENDANCE:

REPRESENTING GRAPE GROWER:	Bruce Kunze
REPRESENTING KY DEPARTMENT OF AG:	Kristen Branscum
REPRESENTING CITIZEN AT LARGE:	Roger Leasor
REPRESENTING THE UNIVERSITY OF KY:	Patsy Wilson
REPRESENTING TOURISM, ARTS, AND HERITAGE:	Mona Juett
REPRESENTING WINERY OPERATORS:	Dennis Walter
REPRESENTING WINERY OPERATORS:	Logan Leet
REPRESENTING WINERY OPERATOR:	Chuck Smith
REPRESENTING CITIZEN AT LARGE:	John Carpenter

MEMBERS ABSENT

REPRESENTING THE UNIVERSITY OF KY:	Dr. John Strang
REPRESENTING GRAPE GROWER:	Jeff Wiles

OTHERS PRESENT:

KY VINEYARD SOCIETY:	Alicia McGuire
KY VINEYARD SOCIETY:	Alex Ackerman
GRAPE GROWER:	Rex Reid

Call to Order

Kristen Branscum called the meeting of the Kentucky Grape and Wine Council (KGWC) to order at 3:33 pm. Those present introduced themselves. Ms. Branscum called the role; a quorum was confirmed.

It was announced that the meeting would be a joint KGWC and Kentucky Vineyard Society meeting.

Financial Report: No Report

KDA Staff Report

Marketing

The loss of Ms. Stacia Alford as a staff person was reported and concern was raised in terms of the administrative workload pending. Ms. Branscum relayed that Commissioner Comer assured the KGWC that a new employee would be named by 1/15/12. It was also announced that Mac Stone is no longer with the Department of Agriculture.

Ms. Branscum briefly discussed that the media plan for the first half of 2012 is in place and currently running as scheduled, including print ads in: Kentucky Beverage Journal, Kentucky Living, and Kentucky Monthly. There are also Broadcast Television ads set to run in May, 2012 in the Louisville and Lexington markets.

- Legislative: No report.
- Research: No report.
- Wholesale and Distribution: No report

- Grower Development: No report.

UK Report

Mr. Tim Woods reported that the economic impact study is in its final stages. A survey was sent via email to each Kentucky Winery.

Patsy Wilson reported that they are currently working with table grapes from Arkansas and looking at crossing said grapes with established wine grapes.

Announcements

The Kentucky Vineyard Society announced that will receive ADB grant.

Events

The Midwest Grape & Wine Conference is planned for February 9th in St. Charles, MO. The Conference is the third largest conference of its type in the US.

The next KGWC meeting is planned for Wednesday, 22nd February, 2012 at 1:00 pm. The meeting will be held at the Department of Agriculture's offices- 100 Fair Oaks Lane, 5th Floor in Frankfort

Adjournment

There being no other business the meeting was adjourned at 4:03pm.