

KENTUCKY GRAPE & WINE COUNCIL
January 6, 2015
Embassy Suites
Lexington, KY
12:00PM



MEMBERS IN ATTENDANCE:

REPRESENTING WINERY OPERATORS:	DENNIS WALTER
REPRESENTING WINERY OPERATORS:	LOGAN LEET
REPRESENTING GRAPE GROWERS:	JENNY BEETZ
REPRESENTING GRAPE GROWERS:	BRUCE KUNZE
REPRESENTING WINERY OPERATORS:	ANN KARSNER
REPRESENTING CITIZEN AT LARGE:	ROGER LEASOR

MEMBERS ABSENT:

REPRESENTING KY DEPT OF AGRICULTURE:	KRISTEN BRANSCUM
REPRESENTING TOURISM, ARTS & HERITAGE:	JOHN MALLOY
REPRESENTING CITIZEN AT LARGE:	ANN BAKHAUS
REPRESENTING THE UNIVERSITY OF KY:	PATSY WILSON

Call to Order

Chairman Dennis Walter called the meeting of the Kentucky Grape & Wine Council (KGWC) to order at 12:25 pm. Those present introduced themselves. Mr. Tyler Madison called the role and a quorum was confirmed.

Chairman Walter made a motion to approve minutes from the previous meeting. Mrs. Ann Karsner seconded the motion, all were in favor and the motion passed.

Financial Report:

Mr. Madison reported that thus far just under \$12,000 for the P2-14 Marketing Cost-Share Grant has been reimbursed but noted that it is very early as the program period only recently concluded. Currently P2-14 pay-outs are projected to exceed reimbursement of P1-14.

As for the Wholesaler Reimbursement Grant, nearly \$15,000 has already been paid-out for P2-14 which far exceeds the same time period for P1-14 reimbursement. There remains positive growth with nearly 45 wineries participating which, when taken into account a number of larger wineries utilizing large distribution companies that do not participate in the program, shows that there are very few wineries without wholesale representation.

KDA Staff Report:

Review of 2014

Mr. Madison reviewed a number of projects the KGWC have completed or continue to work on throughout 2014:

1. A completely new Kentucky Wine Website was launched in 2014. **Following a number of requests voiced at the Grower Development Proposal meetings on January 4th, 2015, Mrs. Ann Karsner made a motion to research moving the Got Grapes page designed to connect growers and wineries from the Kentucky Department of Agriculture website to the new Kentucky Wine site. If the move is possible, a max of \$5,000 should be allocated from the KGWC Promotional Account to facilitate costs related to the transition. The motion was seconded by Mr. Bruce Kunze, all voted in favor and the motion passed.**

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2. The Kentucky Wine Trails App continues to prove successful with over 15,000 downloads and thousands of individual check-ins at wineries around the state. Attempting to keep up with updates and edits, however, remains challenging. Mrs. Ann Karsner suggested resending check-in codes to each winery to ensure all wineries are aware of their role in the Wine Trails App.
3. The second all digital media campaign was launched by the KGWC in 2014 (with exceptions- i.e. Touring & Tasting Magazine). The primary focus is advertising the app. It was suggested that Mr. Madison have New West look into the costs and feasibility of creating an additional banner campaign that would allow wineries to submit their own banners within specific guidelines. Any winery that wanted to submit a banner would be put into rotation throughout the campaign and wineries would be allowed to submit costs related to ad design for marketing cost-share reimbursement.
4. In the second year of the Commissioner's Cup Competition, numbers were roughly equal to 2013 and the competition seems to be doing well. In 2014, the KGWC granted funds to pay for the competition and Celebration of Kentucky Wines (see below) to the Kentucky Wineries Association who have created a separate 501(c)3 specifically for the competition and subsequent event.
5. Two-thousand and fourteen was the first year of Celebration of Kentucky Wines. It was a good evening with some decent media coverage but attendance was low and the cost was high. This is being re-tooled for 2015 to include sponsors and limited ticket sales.
6. The goal is to grant less money this for the Commissioner's Cup Competition and the Celebration of Kentucky Wines event (\$20,000 as opposed to \$30,000 in 2015) and make the competition and event self-sustaining within a few years.
7. The *Get to Know Your Grapes* web series was an idea to educate consumers to the most popular grapes used in Kentucky Wine production (Vidal, Chambourcin, Traminette, Norton & Cabernet Franc) with the intent to continue the series. The first videos received a very positive response and they will be slotted into a limited amount of digital advertising as well as being used on the Kentucky Wine website. They'll also be featured on the *Touring & Tasting* website.
8. The new Kentucky Wine Documentary, *Unbridled Vines: Kentucky's Finest*, had a total production cost under \$50,000. Initial run date is on KET networks throughout January and February which alone would have well exceeded \$50,000 in media placement. Additionally, KET has given unofficial agreement that it will run longer and they are pleased with the quality. After the initial run, the film will also appear in sections on the Kentucky Wine website as well as on *Touring & Tasting's* website where it will remain indefinitely. DVDs will be created for limited distribution late spring, 2015.
9. The new 2015 winery guides have transitioned to a booklet format and will be out soon.
10. Still working on Sweetness Scale, QA Program and Grower Development Proposals.

Chairman Walter made a motion for the KGWC to look into what steps are required to contract an enologist to work with the grape and wine industry in Kentucky. According to LRC 260.166 (d), Chairman Walter believes the Council possesses the latitude to allocate funds for education programs. The motion was seconded by Mrs. Jenny Beetz, all voted in favor and the motion passed.

Legislative

Ann Karsner noted that the KGWC should research if the Council can legally send a letter of support for the current KWA legislative agenda. Mr. Madison remarked that he would ask the Kentucky Department of Agriculture's Legal Department and report back.

Research

None

Wholesale and Distribution

None

Grower Development

None

Adjournment

There be no further business, Chairman Walter made a motion to adjourn at 1:32 pm.