

**KENTUCKY GRAPE & WINE COUNCIL**  
**January 8, 2013**  
**Kentucky Fruit & Vegetable Conference and Trade Show**  
**Embassy Suites**  
**Lexington, KY**  
**1:00PM**



**MEMBERS IN ATTENDANCE:**

REPRESENTING WINERY OPERATORS:	DENNIS WALTER
REPRESENTING WINERY OPERATORS:	LOGAN LEET
REPRESENTING WINERY OPERATORS:	CHUCK SMITH
REPRESENTING THE UNIVERSITY OF KY:	DR. TOM COTTRELL
REPRESENTING GRAPE GROWERS:	JEFF WILES
REPRESENTING GRAPE GROWERS:	BRUCE KUNZE
REPRESENTING CITIZAN AT LARGE:	ROGER LEASOR
REPRESENTING THE KY DEPT. OF AGRICULTURE	KRISTEN BRANSCUM

**MEMBERS ABSENT:**

REPRESENTING CITIZAN AT LARGE:	JOHN CARPENTER
REPRESENTING TOURISM, ARTS & HERITAGE:	MONA JUETT

**OTHERS REPRESENTED:**

REPRESENTING THE GOAP	SANDRA GARDNER
REPRESENTING THE KY DEPT. OF AGRICULTURE	TYLER MADISON
REPRESENTING HORSESHOE BEND WINERY	ANN KARSNER

Call to Order

Ms. Dennis Walter called the meeting of the Kentucky Grape & Wine Council (KGWC) to order at 1:13 pm. Those present introduced themselves. Mr. Tyler Madison called the role and a quorum was confirmed.

Mr. Logan Leet made a motion to approve minutes from the previous meeting. Mr. Roger Leasor seconded the motion, all were in favor and the motion passed.

Financial Report

Mr. Madison reported that, to date, \$463,767.00 of grant funds allotted to the Marketing Cost-Share program has been distributed. Thus far, \$27,954.56 has been paid out for P1-12 (January 1-June30, 2012). For P1-12, 53 wineries opted-in with a cap set at \$950 per winery. To date, \$10,033.27 has been reimbursed for P2-12 in which 58 wineries opted-in at a cap of \$860 per winery.

A total of \$301,532.63 of grant funds allotted to the Wholesale Reimbursement program has been distributed. Thus far, \$17,228.39 has been paid out for P1-12 at a reimbursement rate of \$20 per case and a cap set at \$1,013 per winery, per distributor. To date, \$10,685.00 has been reimbursed for P2-12 in which 19 distributors representing 34 wineries opted-in at a rate of \$20 reimbursement per case at a cap of \$1,100 per winery.

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Mr. Madison reported that caps for the P1-13 Marketing Cost-Share and Wholesaler Reimbursement Programs are estimated to be considerably higher than caps set in P2-12 due to unencumbered funds rolled over from P1-12 that may now be calculated. Funds available for the P1-13 Marketing Cost-Share Program will total \$72,045.44 while funds available for the P1-13 Wholesaler Reimbursement Program will total \$57,771.61.

KDA Staff Report

*State Wide Marketing Report:*

Mr. Madison reported that as of September 4<sup>th</sup>, 2012, the unobligated funds in the Promotion/Advertising account totaled \$262,898.81. Subtracting the agreed media plan (\$131,000.00), Facebook/Media Advertising (\$10,000.00), 2013 Winery Guides (\$1,850.25), Virtual Wine Trail App (\$20,734.94), Mobile Kiosk (\$2,000.00), Holiday Posters (\$1,500.00) and miscellaneous cost including printing and print ad development, the adjusted balance for fiscal year 2012/2013 is approximately \$80,813.62.

*2013 Winery Guide/Maps*

A final draft of the updated Winery Guide/Maps will soon be presented and, upon approval, be sent for printing and subsequent distribution. Mr. Madison commented that the amount printed would be much smaller (20,000-25,000) than the previous winery guides (300,000 printed in 2010) and with the addition of a date notation on the front cover, will now be updated yearly. Aside from updated listings, other changes include: replacement of photos, deletion of "Vine to Wine Experience" replaced with, "Winery Guide, 2013," addition of legend with icons denoting amenities available at wineries, moving of title to top of guide to be visible in racks and the addition of a QR code to the inside cover.

*Virtual Wine Trail App:*

It was reported that preliminary work on the Virtual Wine Trail app has commenced. Mr. Madison will meet with New West and the app developer in mid-January to look over design details and discuss a scheduled completion date. Updates will follow in following meetings.

*Mobile Kiosk:*

The mobile kiosk will coincide with the launch of the Virtual Wine Trail App and utilize a modified version of the apps software with an aim to not only promote the app in various locations throughout the state, but also to provide information and promote the wine industry of Kentucky.

*Tim Farmer's Country Kitchen Sponsorship*

The KGWC was approached by Tim Farmer Productions to carry on as title wine sponsor of Tim Farmer's Country Kitchen. The requested sponsorship fee was quoted at \$3,750 per quarter for a 30 second commercial in each show including graphic and website appearance in credits and plugs/references to Kentucky wine throughout the program at Tim Farmer's discretion. Coverage is Louisville and Lexington markets on CW with a reach of 2.5 million views each weekend. After some discussion, it was unanimously decided by the KGWC board to not proceed with sponsorship.

Legislative  
No Report

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Research Report

Ms. Wilson reported that they have completed the organic plantings which have done very well and that they are eagerly anticipating the next year as it will be the first year to produce fruit. Dr. Cottrell mentioned that in the coming months he will be looking at new test methods for various wine parameters that wineries are currently reporting difficulty with- report will soon follow

Wholesale Distribution

No Report

Grower Development

No Report

Adjournment

There being no further business, the meeting was adjourned at 2:15 pm.