

KENTUCKY GRAPE & WINE COUNCIL
JANUARY 9, 2018 MEETING MINUTES

KENTUCKY GRAPE & WINE COUNCIL
January 9, 2018
Embassy Suites
Lexington, KY
12:00PM

MEMBERS IN ATTENDANCE:

REPRESENTING GRAPE GROWERS:	JENNY BEETZ
REPRESENTING GRAPE GROWERS:	BRUCE KUNZE
REPRESENTING KY DEPT OF AGRICULTURE:	MELANIE BLANDFORD
REPRESENTING THE UNIVERSITY OF KY:	JEFF WHEELER (PROXY)
REPRESENTING WINERY OPERATORS:	ANN KARSNER
REPRESENTING WINERY OPERATORS:	LOGAN LEET

MEMBERS ABSENT:

REPRESENTING CITIZENS AT LARGE:	VACANT
REPRESENTING CITIZENS AT LARGE:	VACANT
REPRESENTING TOURISM, ARTS & HERITAGE:	VACANT
REPRESENTING WINERY OPERATORS:	VACANT

OTHERS REPRESENTED

GOVERNOR'S OFFICE OF AG POLICY:	BIFF BAKER
KDA / KGWC PROGRAM MANAGER:	TYLER MADISON

Call to Order:

Mr. Logan Leet called the meeting of the Kentucky Grape & Wine Council (KGWC) to order at 12:16 pm. Mr. Tyler Madison called the role and a quorum was confirmed.

Mr. Bruce Kunze made a motion to approve minutes. Mrs. Jenny Beetz seconded the motion, all voted in favor and the motion passed.

Financial Report:

Wholesale Reimbursement & Marketing Cost Share: Payout for Wholesale Reimbursement in P1-17 totaled \$48,260, resulting in \$1,200 of rollover for P1-18. Total payout for Marketing Cost-Share in P1-17 reached \$56,000 which eliminated all rollover for P1-18. In March, 2016 (deadline for P2-15 submissions, rollover for both grants totaled around \$64,500. The grant rollover plan has effectively eliminated all rollover and paid out additional reimbursements to participants exceeding their caps)

PROMO Account: IMW stage 2 has been deferred for 2017/2018 resulting in a potential to increase media plan by roughly \$16k plus sponsorships. The Holiday Campaign (\$30k) is complete and invoices paid but not yet withdrawn. Other expense have included app updates, app promo items (posters, t-shirts), winery guides through TravelHost, grant to KWA for competition/awards dinner, agency retainer expenses, WineBuzz advertorial and TravelHost KY Wine covers for Derby (Louisville) and Keeneland (Lexington)

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KDA Staff Report:

Music Licensing as Reimbursable Expense for Marketing Cost Share Grant: A winery submitted an inquiry to the council asking if music licensing fees would be considered a reimbursable expense under the guidelines of the Marketing Cost-Share grant. All members agreed that music licensing fees are operating costs and not a marketing expense. As such, no motion was voiced to approve music licensing as an approved marketing expense to add to the guidelines of the Marketing Cost-Share grant.

FY18 Marketing/Media Plan: The Holiday campaign focused on retail sales for holiday entertainment/meals with geo-targeted ads around larger liquor stores state wide and in Indiana/Ohio that sell Kentucky wine. Click throughs hit on new landing page that lists retailers. Single bottle Kentucky Wine canvas totes were distributed to wine shops that carry Kentucky Wine (through distributors) as gifts for customers.

The Spring campaign reverts back to focus on tasting room visits through app download. Continue LEX and SDF baggage claim videos/signs and include CVG. Potentially add additional media in terminal to capture carry-on luggage travelers. Full page ads in The Voice and Churchill Downs Magazine around Derby + digital (pre-roll, native content and banners) + promoted social media. New for 2018- OTT :30 spots. Total spring budget \$58,250

Proposals:

- Kentucky Public Radio:
 - o Run weeks proposed to precede Digital campaign to offer side by side comparison of effectiveness of public radio vs. digital in terms on number of app downloads. Advertisements to run from 8am – 10 pm (end of March, mid-April) 10x per week on all 14 stations (covering entire state). Format of advertisements will involve the on-air DJ discussing visiting KY Wineries and downloading the Drink KY app. \$10,170.
 - A motion was made by Mrs. Jenny Beetz to approve the proposal of \$10,170 contingent on ensuring true state-wide coverage and approval of language by Ms. Melanie Blandford and Mr. Tyler Madison. The motion was seconded by Mrs. Ann Karsner, all voted in favor and the motion passed.
 - o Additional Waterfront Wednesday concert series sponsorship in Louisville (6 events throughout the summer) for \$6k. No motion made.

Committee Reports:

Legislative

Vineyard Expansion Grant: Bill has been filed (HB 119). Removes restrictions of allocations and creates vineyard expansion grant to be defined in regs. Also repeals unused KGWC statute and folds all of that language into current statutes that define the KGWC.

Research

No report

Wholesale and Distribution

No report

Grower Development

See UK Report

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UK Report:

Mr. Jeff Wheeler noted that they have reached a 10 year data collection point which is important due to having adequate information to begin developing very specific recommendations to offer growers/producers. Trellis and new cultivar trials look good. Cider research from specialty crop block money will go for 2 years. Collaboration with distilled spirits, wine and brewing certification to build integrated system on campus which looks positive.

Events

None

Announcements:

None

Adjournment

There being no further business to discuss, Mr. Bruce Kunze made a motion to adjourn at 1:25 pm.