

KENTUCKY GRAPE & WINE COUNCIL
November, 14 2018
Kentucky Department of Agriculture, Office of Marketing
Frankfort, KY
11:00AM

MEMBERS IN ATTENDANCE:

REPRESENTING CITIZENS AT LARGE:	RACHAEL PEAKE
REPRESENTING GRAPE GROWERS:	JENNY BEETZ
REPRESENTING GRAPE GROWERS:	SHANNA OSBORNE
REPRESENTING KY DEPT OF AGRICULTURE:	MELANIE BLANDFORD
REPRESENTING THE UNIVERSITY OF KY:	PATSY WILSON
REPRESENTING WINERY OPERATORS:	LOGAN LEET
REPRESENTING WINERY OPERATORS:	FRANCINE SLOAN
REPRESENTING WINERY OPERATORS:	ANTHONY PARNIGONI

MEMBERS ABSENT:

REPRESENTING CITIZENS AT LARGE:	RAYMOND MEYER
REPRESENTING TOURISM, ARTS & HERITAGE:	VACANT

OTHERS REPRESENTED

GOVERNOR'S OFFICE OF AG POLICY:	JOSEPH MONTGOMERY
KY DEPT OF AGRICULTURE / KGWC:	TYLER MADISON

Call to Order:

Mr. Logan Leet called the meeting of the Kentucky Grape & Wine Council (KGWC) to order at 11:05am. Mr. Tyler Madison called the role and a quorum was confirmed.

Mrs. Shanna Osborne made a motion to approve minutes. Mrs. Rachael Peake seconded the motion, all voted in favor and the motion passed.

Financial Report:

- MKTCS & DISTCS (Grants):** Available Funds = \$2,750.82
 - Wholesale Reimbursement (DISTCS):** Grant rollover caps were set at \$2,000 per winery exceeding the cap. (\$23,957 rollover/12 wineries exceeding initial cap). Total payout for P1-18 = \$48,172
 - Marketing Cost Share (MKTCS):** Grant rollover caps were set at \$1,512 per winery exceeding the cap. (\$33,277.47 rollover/22 participants exceeding initial cap). Total payout for P1-18 = \$49,054.84
- Branding & Advertising:** Total remaining available funds prior to KADB grant deposit = \$26,391.68. Based on current approved projects, funds required = \$30,339.93.
- ADMIN:** Available Funds = \$0

Ms. Melanie Blandford made a motion to move money from categories as needed to cover remaining approved project costs through the remainder of 2018. Mrs. Patsy Wilson seconded the motion, all voted in favor and the motion passed.

KENTUCKY GRAPE & WINE COUNCIL
NOVEMBER 14, 2018 MEETING MINUTES

KDA Staff Report:

1. KADF Guidelines Required Prior to Releasing Funds:

- a. Wholesaler Reimbursement Grant Guidelines: Updated previous guidelines with highlighted changes. **Mrs. Shanna Osborne made a motion to submit the Wholesaler Reimbursement Guidelines as presented. The motion was seconded by Mrs. Jenny Beetz. All voted in favor and the motion passed.**
 - b. Branding & Advertising Guidelines: Difficult to create guidelines for marketing but listed what the council may focus on in the next year as well as a few ways to measure success. **Mrs. Shanna Osborne made a motion to submit the Branding & Advertising Guidelines as presented with additional language (listed below). The motion was seconded by Mrs. Francine Sloan. All voted in favor and the motion passed.**
 - i. Add targeted percentages of funds allocated for branding & advertising projected expenses (i.e. 30% digital for the app)
 - ii. Track effectiveness for further engagements to consider future winery cost-share options.
2. **Winery Guides:** Complete and mailings scheduled
 3. **Kentucky Commonwealth Commercial Wine Competition & Commissioner's Cup (KCCWC&CC).** Complete. Estimated entry fees = \$7,875. Estimated total expenses = \$7,232
 4. **12 Days of Kentucky Wine Photo Shoot:** Each gold medal winning bottle from the KCCWC&CC will have a standalone white backdrop for future marketing initiatives that will be shared with the wineries plus holiday grouping photos to use in a "12 Days of Kentucky Wine," promoted social campaign leading up to Christmas. The Commissioner's Cup wines will be the standalone posts the days leading up to Christmas.
 5. Motion to adjourn at 12:41 by Shanna

Committee Reports:

Legislative: No report

Research / Grower Development / UK Report: Winter conference January 7th & 8th, \$40 online reservation vs. \$60 at the door. Celebration of KY Wines: Only wines produced from KY Fruits will be served

Wholesale and Distribution: No report

Events: None

Announcements: None

Adjournment

There being no further business to discuss, Mrs. Shanna Osborne made a motion to adjourn at 12:41pm