

**KENTUCKY GRAPE & WINE COUNCIL**  
**February 14, 2018**  
**Kentucky Department of Agriculture, Office of Marketing**  
**Frankfort, KY**  
**1:00PM**

MEMBERS IN ATTENDANCE:

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

MEMBERS ABSENT:

REPRESENTING KY DEPT OF AGRICULTURE:	MELANIE BLANDFORD
REPRESENTING TOURISM, ARTS & HERITAGE:	VACANT

OTHERS REPRESENTED

GOVERNOR'S OFFICE OF AG POLICY:	STEFANIE OSTERMAN
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 1:04 pm. Mr. Tyler Madison called the role and a quorum was confirmed.

Ms. Shanna Osborne 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:** For P1-18, Marketing Cost-Share and Wholesale Reimbursement both have caps set at \$1,175 per participant. The rollover payout plan has essentially eliminated all rollover in both grants. To date, \$22,099 has been reimbursed for the P2-17 program period of the Marketing Cost-Share grant and \$23,628 has been reimbursed for the P2-17 Wholesale Reimbursement Grant. The end of March is the deadline for submissions to the P2-17 grants. After which time, rollover will be tallied and an additional cap determined to be paid out to those participants who have exceeded the cap.

**PROMO Account:** No new report from January, 2018 meeting.

**KDA Staff Report:**

**DRINK KY App Update:** Small updates are being made to improve functionality and include tracking prior to spring campaigns

**FY18 Marketing/Media Plan:** The full report from the holiday campaign will be available at the next KGWC meeting.

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Total budget for the FY18 promotional fund is set at \$251,000 made up from allocated funds, rollover and \$21,000 reimbursement from last year's paused spring campaign during the app launch.

Ten-thousand-one-hundred-seventy dollars (plus placement) has yet to be subtracted from Miscellaneous Media for the previously approved KY Public Radio campaign which will air statewide for three weeks, 10 times per week on all 14 stations. Mr. Madison is currently working with KPR and Red7E on copy and to ensure there is no overlap in this campaign and the digital spring campaign to ensure it is possible to independently track app downloads to coincided with each campaign.

Signage to promote the Drink KY app in tasting/tap rooms statewide has been discussed. Red7E will provide an estimate for design, printing and possibly distribution.

The approved grant to the University of Kentucky for 2018 advanced industry seminars has yet to be executed. Mr. Madison will work with the Kentucky Department of Agriculture to complete the grant.

Spring Media Campaign: Total budget is \$58k with the primary objective to drive traffic through the tasting room doors by promoting the app and the ability to chart your own wine trail.

- Digital: Total budget \$33k for pre-roll, OTT, Native Content and social media. Mr. Madison requested removing pre-roll and investing additional funds in OTT and Native Content. All digital will be geo and behavior targeted.
- Airport Advertising: Total budget \$13k. Last year's airport video and backlit received a lot of positive response so the council decided to renew this platform this spring to capture travelers visiting KY for several days. For 2018, CVG will be included in this campaign in addition to LEX and SDF. Also exploring limited terminal displays and guerrilla marketing opportunities
- Print: Limited print advertising but includes a full page ad/editorial in The Voice Derby edition and a full page ad in Churchill Downs Magazine. Additionally, the TravelHost full page ads/advertorials are slotted to run throughout the year with winery guides inserts twice as well as covers (Louisville for the spring/Derby issue and Lexington for the fall/Keeneland issue)

**Committee Reports:**

**Legislative** Vineyard Expansion Grant: Bill (HB 119) passed out of committee on 2/14/18. The bill 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:** The pruning workshop is scheduled for March 2<sup>nd</sup> at the University of Kentucky research farm and will include information on propagation and lab techniques.

**Wholesale and Distribution:** No report

**Grower Development:** See UK Report

**UK Report:** See research report

**Events:** None

**Announcements:** None

**Adjournment**

There being no further business to discuss, Mrs. Jenny Beetz made a motion to adjourn at 2:02 pm.