

**KENTUCKY GRAPE & WINE COUNCIL**  
**March 22, 2017**  
**Kentucky Department of Agriculture, Office of Marketing**  
**Frankfort, KY**  
**1:00PM**

MEMBERS IN ATTENDANCE:

REPRESENTING GRAPE GROWERS:	JENNY BEETZ
REPRESENTING GRAPE GROWERS:	BRUCE KUNZE
REPRESENTING KY DEPT OF AGRICULTURE:	MELANIE BLANDFORD
REPRESENTING TOURISM, ARTS & HERITAGE:	JOHN MALLOY
REPRESENTING THE UNIVERSITY OF KY:	PATSY WILSON
REPRESENTING WINERY OPERATORS:	ANN KARSNER
REPRESENTING WINERY OPERATORS:	LOGAN LEET

MEMBERS ABSENT:

REPRESENTING CITIZENS AT LARGE:	VACANT
REPRESENTING CITIZENS AT LARGE:	VACANT
REPRESENTING WINERY OPERATORS:	VACANT

OTHERS REPRESENTED

GOVERNOR'S OFFICE OF AG POLICY:	STEPHANIE 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 1:00 pm. Mr. Tyler Madison called the role and a quorum was confirmed.

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

**Financial Report:**

**Wholesale Reimbursement & Marketing Cost Share:** March 31<sup>st</sup> is the submission deadlines for P2-16. Final reminders to participants with allotments remaining will be sent on March 23<sup>rd</sup>. Following the deadline, rollover for both grants will be calculated with caps set based on number of participants who exceeded the cap. Payouts/additional case allotments will be made in early April.

**KDA Staff Report:**

**The Southern Weekend Proposal:** A proposal that came highly recommended from Red7E as a way to promote the app and encourage tasting room visits. The proposed advertorial video will air in 39 different markets across the South through Raycom media (WAVE 3 in Louisville). Additionally, *The Southern Weekend* is very active on social media, has an app and a Roku channel with full episodes. The KGWC will retain full use of the segment to promote elsewhere after initial airing. Total cost including Red7E professional services: \$5,425.00

Mr. Bruce Kunze made a motion to approve The Southern Weekend proposal. The motion was seconded by Mrs. Jenny Beetz. All voted in favor and the motion passed.

KENTUCKY GRAPE & WINE COUNCIL  
MARCH 22, 2017 MEETING MINUTES

**Drink KY App:** The second phase of the app has been completed for Android and iOS and is now live. iOS users were updated to the new app automatically and all Android users will be sent a message regarding the new app with manual entering of previous visits. Digital media (banners with click through geo-targeting) will begin in late spring as well as social media promotions and Kentucky Living print ads. Additional media plan TBD by next meeting.

**Bereavement Expenses:** At the January meeting the council agreed to include in future bylaws guidelines for utilizing promotional funds for bereavement expenses for industry members and direct family. It has since been revealed that within state guidelines for use of public funds, flowers and gifts are not permitted.

**Committee Reports:**

**Legislative**

No Report

**Research**

No report

**Wholesale and Distribution**

No report

**Grower Development**

No report

**UK Report:**

No report

**Events**

None

**Announcements:**

None

**Adjournment**

There being no further business to discuss, Mrs. Ann Karsner made a motion to adjourn at 1:51 pm.