

KENTUCKY GRAPE & WINE COUNCIL
June 20, 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 KY DEPT OF AGRICULTURE:	MELANIE BLANDFORD
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 TOURISM, ARTS & HERITAGE:	VACANT
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OTHERS REPRESENTED

GOVERNOR'S OFFICE OF AG POLICY:	BIFF BAKER
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 1:30 pm. Mr. Tyler Madison called the role and a quorum was confirmed.

Mrs. Shanna Osborne made a motion to approve minutes. Mr. Raymond Meyer seconded the motion, all voted in favor and the motion passed.

Financial Report:

1. Wholesale Reimbursement: P1-18 Wholesale Reimbursement: \$12,025.00 total to date reimbursed
2. Marketing Cost-Share: P1-18 Marketing Cost-Share Reimbursement: \$7,019.96 total to date reimbursed
3. PROMO Account: Kentucky Department of Agriculture (KDA) accounting will provide a final balance of remaining PROMO funds after 7/1 to determine total rollover amount.

KDA Staff Report:

1. Drink KY App Updates:
 - a. Previously Approved Updates:
 - i. Simple form asking how app users have heard about the app: Complete
 - ii. Icon development for wineries and breweries to note KWA/KGB membership: Complete
 - iii. Develop additional award level for KWA prize (KWA to provide prize, held and shipped from KDA offices): Complete

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- iv. Special Events (would allow wineries in close proximity to co-host Facebook events creating local promotions that would appear within the winery profile): Current Facebook API will not allow the app to integrate the Facebook events into the app. This is a recent Facebook update due to the European GDPR laws. There is a work around which would allow the user to launch the Facebook page from the app so they could easily access any events that a winery/brewery is hosting. Additional cost to implement estimate is \$1,500

A motion to approve the additional cost to create the workaround that will allow users to access Facebook events within the Drink KY app was made by Mrs. Osborne. The motion was seconded by Mrs. Rachael Peake. All voted in favor and the motion passed

KADF Application Draft: Section by section edits to first draft listed below:

1. General Questions
 - a. 1.1 Add sentence that states that this is a two year request so the board is aware that this application is not requesting \$525,000 for one year
 - b. 1.1 Edit years to 2018-2019 and 2019-2020
 - c. 1.4 Add at least one or two sentences about how the farm families benefit (grants, etc.)
 - d. 1.4 Add start up or beginner grower.
2. Project Details
 - a. 2.1 Description of Project
 - i. Add paragraph about synergy between Kentucky Proud and KGWC
 - ii. Add paragraph about synergy between Tourism and KGWC
 - iii. Add ways to benefit farmers/wineries through advertising (testimonials from wineries about increased visits, etc.)
 - iv. Split vineyard expansion grant at \$105k for year one and \$100k for year two. Request a legal agreement if approved for first year of funding that any funds not used in year one rollover to year two. New growers who requires site visits, business plans etc. may not be eligible for first year funds due to timing but established vineyards expanding would be eligible in year one.
 - v. Update to 3+ acres for new growers
 - vi. Update to include checklist/business plan for an application form.
 - vii. Emphasize that new growers require a site visit and that Mrs. Wilson will write a one page evaluation regarding meeting qualifications of establishing a vineyard and general knowledge.
 - b. 2.4 Criteria Used to Measure Success
 - i. Update to Kentucky grown fruit and honey
 - ii. Update to include benchmarks
 - c. 2.7 Management
 - i. Add council seat current members and their industry roles
3. Marketing Plan
4. Financial Documents
 - a. 4.3 Existing Businesses
 - i. Include previous year's balance sheet and income statement (previous budgets and grant payouts)
5. Supporting Documents
 - a. 5.1 Resumes:
 - i. Include Mr. Madison's resume
 - b. 5.2 Letters of Commitment:
 - i. Letters of support from UK (Dr. Houtz and Mrs. Wilson)
 - c. 5.6 Additional Documents
 - i. Include economic impact study one page infographic

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- ii. Include Google analytics from kentuckywine.com
- iii. Include downloads and check-ins from app
- iv. Include current brochures and promotional pieces
- d. Project Budget
 - i. Section 2, matching Funds
 - 1. Update Secured or pending on Vineyard Expansion Grant to “Applicant Cost-Share,” and Wholesaler Reimbursement Grant to “Applicant Cost-Share.”

Committee Reports:

Legislative: No report

Research / Grower Development / UK Report: No report

Wholesale and Distribution: No report

Events: None

Announcements: None

Adjournment

There being no further business to discuss, Mr. Tony Parnigoni made a motion to adjourn at 3:18 pm.