

KENTUCKY GRAPE & WINE COUNCIL
June 22, 2016
KDA Office of Marketing
Frankfort, KY
1:00PM



MEMBERS IN ATTENDANCE:

REPRESENTING CITIZENS AT LARGE:	ROGER LEASOR
REPRESENTING GRAPE GROWERS:	JENNY BEETZ
REPRESENTING GRAPE GROWERS:	BRUCE KUNZE
REPRESENTING KY DEPT OF AGRICULTURE:	KEITH ROGERS (PROXY)
REPRESENTING TOURISM, ARTS & HERITAGE:	JOHN MALLOY
REPRESENTING WINERY OPERATORS:	ANN KARSNER
REPRESENTING WINERY OPERATORS:	LOGAN LEET

MEMBERS ABSENT:

REPRESENTING CITIZENS AT LARGE:	ANN BAKHAUS
REPRESENTING WINERY OPERATORS:	DENNIS WALTER
REPRESENTING THE UNIVERSITY OF KY:	PATSY WILSON

OTHERS REPRESENTED

GOV. OFFICE OF AG POLICY:	BIFF BAKER
THREE HORSE VINEYARD	BLANCE OVERTON
KDA / KGWC PROGRAM MANAGER:	TYLER MADISON

Call to Order:

Mr. Roger Leasor called the meeting of the Kentucky Grape & Wine Council (KGWC) to order at 1:05 pm. Mr. Tyler Madison called the roll and a quorum was confirmed. Mr. Biff Baker noted a correction in the *LRC Event Wine Glasses* section of the May 18, 2016 minutes.

Mr. Logan Leet made a motion to approve minutes from the previous meeting contingent on editing the mentioned correction. Mrs. Jenny Beetz seconded the motion, all were in favor and the motion passed.

Financial Report:

Wholesale Reimbursement & Marketing Cost Share: Extra reminders will be sent to wholesalers and wineries to submit all invoices for additional payouts/credits issued following the conclusion of P1-16 as this will be the first program period to utilize the grant rollover payout plan.

Promo Account: The Sweetness Scale and Red7E professional services are the only budget items in FY16 that have yet to be finalized. Assuming those both reach the approved cost amounts prior to June 30, the calculated rollover for FY17 PROMO is \$21,220.86. Note: The previously approved \$20,000 grant to the Kentucky Wineries Association in the FY16 PROMO budget will be withdrawn after July 1. When taking this into account, the rollover for FY17 is \$1,220.86.

KENTUCKY GRAPE & WINE COUNCIL

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KDA Staff Report:

iMeet: The Council's contract with Fuze for remote video conferencing service expires on 7/1/16. Mr. Madison suggested the council consider a one year contract with iMeet by PGI for FY17 as the video conference service offers many additional capabilities compared to Fuze at roughly the same price. A one year contract with recording, content sharing, up to 35 attendees, and many other options will cost \$348.

Mr. Bruce Kunze made a motion to contract for one year of video conferencing service with PGI. The motion was seconded by Mr. Logan Leet, all voted in favor and the motion passed.

Craft Trails App: The Kentucky Wine Trails app will be pulled down when phase 1 launches in mid-July. Current app users will receive push notifications and the old app will automatically be replaced with the new Drink KY app, stylized as "DrinKY." Searching for the Kentucky Wine Trails app will redirect to the DrinKY app with an explanation in the description. Information also needs to be sent to all wineries and all other pertinent sources.

The data transfer has been completed and work on phase 1 is underway. The app icon is purple (wine) fading to amber (beer and the possible future inclusion of spirits). Phase 1 includes the splash page, map with pinpoint location, options to toggle between breweries and wineries, search options, listings and information/contact info/directions. Phase 2, when launched at the start of September, will be the completed app with passport capabilities and geo-fencing check-ins. Add on capabilities may be added at any time for additional costs. Mr. Roger Leator asked if the app will include a feedback option for users, noting that customers will most likely wonder why the distilleries aren't included.

FY2017 PROMO Budget: A significant portion of FY2017 PROMO funds are dedicated to app construction. Many other proposed expenses such as winery guide design/printing and app promo items are annual projects. As well as the KY Living Fall/Spring + Social Media plan, there is an additional \$14,000 allocated in the proposed budget for miscellaneous/additional media TBD.

Mr. Leator remarked that the Red7E proposed budget for professional services is very high considering app construction includes their services and the remaining proposed expenses do not seem to require extensive work from an advertising agency. Council members agreed and stated that professional services should be monitored on a project by project basis.

Mr. Logan Leet made a motion to approve the proposed FY2017 PROMO budget with the proviso that Council vote may alter the budget accordingly throughout the year. The motion was seconded by Mr. Bruce Kunze, all voted in favor and the motion passed.

Grant Reporting Reg Change: Starting P1-17, all wineries participating in the KGWC Marketing Cost Share Grant will be required to provide the previous year's number of gallons of wine produced (not bottled or sold) by variety and source (Kentucky or out of state). Mr. Madison agreed to draft a reporting form to present to the council at the July meeting.

Economic Impact Study: A number of edits and questions to discuss with Frank Rimerman + Co were recorded on the draft presented. A draft will be sent to council members for approval prior to finalizing the report.

Committee Reports:

Legislative

SB 11, which raises the Small Farm Winery production cap from 50,000 to 75,000 gallons and allows custom crush, has been signed into law.

Research

No report

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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, Mr. Logan Leet made a motion to adjourn at 2:47 pm.