

## **NDGWA Board Meeting**

**10AM, 10/17/2015**

**Hampton Inn & Suites, 2020 Schafer Street, Bismarck, ND**

The meeting was called to order at 10:12am by President Mark Vining.

Members attending in person: Mark Vining, Randy Albrecht, Kevin Kinzel , Bob Thaden, Stan Hansen

Members attending by conference call: Steve Sagaser, Harlene Hatterman-Valenti,

Members absent Greg Krieger, Greg Cook, Alan Fuller, Ken Duppong,

Guests: No guests were in attendance

### **Secretary's Report**

Stan moved to approve minutes, Kevin seconded and the motion passed by voice vote

### **Treasurer's Report**

Bob moved that the treasurer's report be approved. Kevin seconded and the motion passed by voice vote.

### **Old Business**

### **Committee Reports**

#### **Research Committee**

**Vineyard Survey** – Bob reported that he is working with South Dakota to develop a vineyard survey tool that can be used for surveying North Dakota vineyards.

**Ag Dept** – Grant Request – Harlene made a presentation for a grant request for \$60,000 to continue with the crossing we are doing. The request will also be used for initiating a new vineyard for advanced selections to come up with larger samples of fruit so they can be comprehensively tested. The Grant funds will also be used to provide an internship for Brittnee to be trained in enology at a larger commercial winery in Australia and / or New Zealand. Also included as part of the grant request was funding to look at Vitis riparia (grapes) that are early maturing.

Mark stated that Harlene's proposal scored the highest of all research proposals.

#### **Marketing Publicity Committee**

**Marketing Plan** - Two proposals were submitted to develop and implement a marketing strategy plan. We will have Flint Marketing focus on social media. Flint will also make proposals at our annual conference on using social media for marketing. A second proposal will be for encouraging the general membership to use social media to share information about commercial wineries. If approved we will have \$8000 with our association matching \$800; this amount will be used aimed at marketing for this year.

**Winemaking & Grape Growing Brochures** – Steve reported these publications are available from Agriculture Communications at NDSU. Individuals or members that want copies can contact Steve or get them at Ag Comm. Both Steve and Harlene have a supply of the publications – they can also be printed online from the NDSU Extension Service website by searching for the topic or name of the publication.

**ND Dept of Tourism – Beer & Wine Train Brochures (Distribute to Wineries)** – Steve will contact the local brewery in GF to get them to contact Dean Ihla or send Dean an email to get their contact information included in the next brochure.

## **Legal Committee**

**A change in Law for alcohol carriers has been approved.** This change will reduce the legal burden on these carriers. The ND tax commissioner wrote a letter to these carriers so now FedEx air & ground and UPS, are licensed carriers.

**Legislative proposal.** This proposal would allow us as NDGWA members to represent all commercial wineries in ND in order to serve samples at events

**Tax Department event permit eligibility** for commercially sponsored events will be addressed by inquiring from the ND attorney general or the Agriculture commissioner to get some clarification of the regulations.

**Finance Committee** – Greg Cook was not present so there was no report from the financial committee.

**Membership Committee – Stan**

**Education / Events Committee**

Last night the Vine to Dine event went very well. Some converts were made about ND grapes and wine.

Annual Conference

**Past Presidents Committee** – No past presidents were present to provide a report regarding our 10<sup>th</sup> anniversary.

**Vitinord** – Mark received confirmation that we will have a booth for ND wines sampling. \$450 has been approved to purchase ND wines for this sampling.

Mark will be traveling to Vitinord on Monday November 9<sup>th</sup>.

Steve will put a notice the NDGWA Listserv about the time leaving and if individuals are interested in caravanning.

**Annual conference.** – This is being led by Harlene and Greg, Mark and Steve are helping out.

We need to decide if we want two tracks such as enology and viticulture or if we also need a third track that deals with financing and accounting / legal. As a committee we need to consider this and determine what will go into the enology, viticulture, and third track. Also what time and day these tracks and topics will take place Mark reported that we will have a representative from Scott Labs – Harlene reported that that representative will probably be Mike Jones but could be someone else. This presenter will be at no charge since it is done as marketing for Scott labs. Mark stated that we need to insure that we have high quality speakers.

Mark suggested that Mark, Harlene, Greg Cook and Steve talk to discuss the meeting.

Steve Suggested Dr. Rhoda from SD as a possible speaker for Annual conference. – Harlene will visit with her and determine if she might have expertise sufficient to speak at our conference.

Harlene suggested that we could possibly have Brittnee be a presenter at the conference if she is not in Australia or New Zealand.

Steve will send out the evaluation results from last conference to the board of directors after this meeting.

Harlene reported that - Esther, Jan Knodel, and Harlene have a spotted wing drosophila grant to look into the impact that it will have on our fruit growing in ND. This could be an excellent presentation for the general session.

Bob wondered if Mr. Shafer from Agro K would be a good speaker on fertilization. Harlene asked if fertility and irrigation should be a topic.

Bob stated that another person who might have some information might be Kim Bredeson from Carlos Creek who could perhaps provide information about frost prevention techniques. Bob also mentioned that Kim has been selecting individual plants and taking cuttings from certain plants that exhibit more hardiness than others He has been having good success doing this. Harlene brought up the royalty issue that you can't make cuttings from more than what you have purchased without a license.

Bob suggested that Bob Bohrs from the University of Saskatchewan might be a good speaker – he was at the CREC field days a year ago. He would talk about fruits other than grapes since other fruits are also important to our wineries.

Mark asked Bob about possibly surveying the membership at the annual conference to see if there's interest in doing another fruit plant purchase from Saskatchewan as we have done in the past.

Discussion was had about whether we should go to more than a 1 ½ day conference. A pre conference seminar was suggested about financial and legal issues. There would be a special fee for this seminar. Mark will check with some professionals about whether this might be something of interest.

Vendors and sponsorship – pride of Dakota was fun, Randy suggested that we ask for suggestions for vendors. – Mark will put this out on the Listserv.

Kevin asked for a budget for the conference. – should we set a budget? Mark suggested that we determine our costs first and then determine what we will need for registration numbers and fees in order to arrive at a budget figure. He also suggested we maximize our use of university speakers.

### **Strategic Plan**

Mark explained the economic impact of the grape and wine industry. If we grow the number of wineries to 25 by the year 2020, it could have an economic impact of over 8 million dollars to the state of ND.

Discussion of an enology lab and location was had. We need to continue to advocate for this to be established at NDSU.

Randy – referring to the 51% fruit requirement for wineries in ND law questioned if our current vineyards and orchards can support this requirement or whether this will be an impediment to the growth of our industry. We may need to perhaps reduce the percentage requirement as well as promote an increase in the growth of orchards and vineyards and enhance the quality and quantity of fruits.

Bob stated that we need to have other educational opportunities besides our just our annual conference and research field days as a means to encourage more growth of orchards and vineyards within the state.

Bob stated that Montana does not have a state fruit percentage requirement. Harlene stated that Iowa also does not have a state fruit percentage requirement and that is why they have about 100 wineries.

Bob asked how effective the Vine to Dine event was last night. He stated that we should ask ourselves what are we really trying to accomplish. Many of the attendees were members of this association. Is it to get more people to try ND wine? Maybe we should be doing it as a free wine sampling in different locations around the state. Bob suggested we have a gold and silver road show to present to people

Mark said the event was not a failure but could have been a bigger success.

Randy said that the people who paid for the event are not currently drinking ND wine. People who are drinking ND wine aren't coming to these events.

Mark's suggestion was made that we spend more money on advertising which may generate more attendance.

Mark asked for a motion to approve the Strategic Plan for 2015. Randy moved, and Bob seconded the motion. The motion passed by a voice vote.

New Business – Open forum was held for discussion of topics for annual conference

Bob brought greetings from Montana and mentioned several items from the recently formed Montana Grape and Wine Association. He made suggestions about how both states and possibly South Dakota could work together to share resources.

The next meeting was tentatively set for 3pm on November 19<sup>th</sup> at Loftsgard Hall on the NDSU campus.

The meeting was adjourned at 12:12pm.

Respectfully Submitted by Secretary:

Steve Sagaser