

NDGWA Board Meeting

4/20/2016, Loftsgard Hall, NDSU Campus, Fargo, ND

The meeting was called to order at 3:13pm by President Mark Vining.

Members attending in person were: Mark Vining, Greg Cook, Steve Sagaser, Harlene Hatterman-Valenti

Members attending by conference call: Bob Thaden, Randy Albrecht

Alan joined by conference call at 3:22pm

Members absent: Kevin, Jeff, Alan and Stan Jeff

Guests attending: Rodney Hogen

Secretaries Report

Greg moved to approve the minutes; Bob seconded and the motion to approve the minutes was passed by voice vote.

Treasurers Report –

No Treasurer's report was provided due to no expenditures or income The last reported amount was 6526.01

A bill for \$4400 from Flint Communications has been received from. Mark will ask Greg to pay the bill and then will submit a request to the ND Ag Department for \$4000 reimbursement at the end of this quarter.

Bob moved we accept the carefully reported treasurers report, Randy seconded and the treasurer's abbreviated report was approved.

Old Business

- **Mark sent a report to Sutter Home Winery Legal Counsel and it is included in the secretaries log book**
- **Northern Grapes Project Participation**
 - **A \$2000 check will need to be submitted to Northern Grapes Project by September first. The money will not necessarily be used by September 1st. Harlene stated that this is just for the webinars and that they won't use all of the funds initially. Because of other obligations, it was suggested we contact Mike White to see if we can participate at \$1000. Mark will contact Mike to see if we can participate at the lesser level of \$1000.**
 - **Greg moved that we contact Mike White to see if we can participate at \$1000. If so, we will send a check for the \$1000 amount. Harlene seconded, there was no discussion, and the motion passed.**
- **Committee Reports / Discussion**
 - **Research Committee**
 - **Regarding the vineyard survey. Bob has not heard anything form Rhoda but he is planning on contacting her to see what she does have and then Bob will forward that on to the rest of us.**

- **Bob's and Harlene's comments on the Germplasm Project**
- **Regarding the vineyard at the Minot REC**
 - **Bob is going to Minot weekend of May 15th and 16th to look at the vineyard to take a good look at things. Bob hope to also check the vines at the Minot REC again in July.**
- **Collin has asked Bob if he has space to plant 70 - 80 of the NDSU promising cultivars this spring in his private vineyard. There will be a non-propagation agreement and Bob will be planting them.**
- **Harlene had enough plants to do a replicated study for four of the advanced selections. Hopefully there will be enough to have a five gallon carboy of juice. Harlene is working on a specialty block grant to do a controlled freezer test for cold hardiness of the new NDSU cultivars. She will be requesting a letter of support for the grant. Harlene will be submitting the block request with Todd West who is the woody plant breeder working on magnolias.**
- **About 2000 seedlings will be planted between the Minot REC and Absaraka for 2016.**

- **Membership committee – Stan was not present**
 - **Mark reported that Flint is putting together two targeted ad campaigns on Facebook and these should be up and running. They will feature photographs from NDGWA members. This would be a benefit for commercial wineries and vineyards to submit their photos for the ad campaigns.**
 - **Vendors have been contacting Mark regarding advertising on our website.**
 - **The commercial membership fee is \$75.00 and we would put their logo and contact information on our webpage. It would be a separate (link) page for commercial wineries, vineyards, and vendors.**
 - **The non-member vendor advertising fee is \$100 or more – this will be determined. Vendor fees and advertising will be discussed with Flint communications before a decision is made.**
 - **Mark will respond to the vendors to see if they want to become members.**
 - **After much discussion, it was decided that vendor who are advertising would not allow them voting privileges.**
 - **It was decided to visit with Flint Communications for their input regarding vendor fees and membership privileges.**

- **Education / Events Committee**
 - **September 10 has been set aside for a grape and wine education event at Fluffy Fields in Dickinson. We need to come up with a name for the event and a format for how it will take place.**
 - **Mark will visit with Kevin about how we will produce this event**
 - **Greg suggested an event to invite restaurant and liquor store owners for a tasting of ND wines. It was also suggested that different areas around the state should have this kind of an event.**
 - **Greg being at Gardening Saturday was a great event. Maybe we should target winetasting for targeted groups such as gardeners. Fargo has gardening groups.**
 - **ND Quality Assurance for our wines was brought up as a means to insure that our wines are at high quality level.**

- It was stated that as a long term goal, NDGWA develop a process for tasting and rating the wines in order to provide a Quality Assurance program.
- Bob suggested having restaurant owners, and liquor store owners, put together a tasting panel to determine if our ND wines are acceptable for selling.
- Alan stated that they've solicited two restaurants in Bismarck. This had nothing to do with the quality of the product. Their comments were that they are not accustomed to paying higher prices for wine. This was even offering the wine at 35% off the retail.
- **Conference**
 - Ramada - we will need to do a February date since they are not available in January.
 - We will check with Ramkota Hotel to see if they have a date in January. If they have dates and offers are good enough we will go with them or else return to the Radisson.
 - Be thinking about seminar and topic suggestions.
- **Marketing**
 - Mark has sent out the audit for Flint Marketing. Flint has a copy of the logo and they are working on making it look bolder since the lines are quite thin.
 - Flint is starting on the targeted Facebook ads. The ads will be designed to help consumers re-think their perceptions of ND wine.
 - Flint is working on a revised grant proposal with the ND AG department that will go through 2017. This will equal \$12,000 over two years.
- **Regulatory and Legislative**
 - There are no updates - Randy and Mark will be visiting about this
- **Budgeting**
 - Greg and Mark will be discussing the budget. They will talk about the petiole test subsidy, the FFA award, the marketing grant match which will be dropped from \$800 to \$400 since it's a 10 percent match.
- **New Business**
 - No new business was discussed
 - Our next meeting will be on June 21st at 3:00pm
- It was moved to adjourn the meeting by Steve, the motion was seconded by Greg Cook and the meeting was adjourned at 5:07pm