

## **NDGWA Board Meeting**

**November 14, 2016,**

**Loftsgard Hall**

The meeting was called to order at 3:09 pm by President Mark Vining.

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

Members attending by conference call: Randy Albrecht, Kevin Kinzel, Stan Hanson

Members absent: Alan Fuller, Bob Thaden, Jeff Kopp

Guests attending: Rodney Hogan and attending midway through the meeting was Rod Ballinger

### **SECRETARIES REPORT**

Greg moved and Harlene seconded, minutes approved by voice vote. Minutes were approved.

### **TREASURERS REPORT**

Treasurer Greg Cook provided a detailed treasurer's report. Steve moved to approve the Treasurer's Report and Harlene seconded the motion. The motion passed by voice vote.

### **OLD BUSINESS**

#### **Committee Reports / Discussion**

##### **Research**

Vineyard Survey - There was no update or additional information on the vineyard survey since Bob was not present.

NDSU Germplasm Project - Tasting of micro vinification wines from 80 accessions of grape samples (from the 2016 harvest) took place on Thursday November 10<sup>th</sup>. The consensus from those attending was that about six white and about six red grape varieties were very promising. These accessions may be moved ahead for further evaluation.

Northern Grapes Project – We have submitted the \$500 contribution that was previously approved for the purpose of continuing the Northern Grapes Project.

##### **Education and Events**

The Wine and Dine food and wine pairing event at Fluffy Fields Vineyard was discussed and considered to have been very successful. We thank Fluffy Fields for hosting this event and are grateful for their professionalism, graciousness, and hospitality.

After a lengthy discussion one suggestion was that we team up with a "Farm to Table" organization for a future event similar to the Wine to Dine program. The consensus was that we should have another event that would feature North Dakota wines; perhaps we could team up with "Pride of Dakota." Prairie Roots Co-Op has also expressed a desire to team with the NDGWA.

## **MARKETING**

Facebook ads update – \$3544 was the bill from Flint Communications. Flint created several different ads from local winery and vineyard pictures. The photos were intended to be generic representations of North Dakota wineries and vineyard; they were not intended to promote any specific vineyard or winery. Not all wineries submitted photos. Mark has screenshots of the ads and will send them to Greg who will replicate them. Four different ads were developed. The ad campaign was targeted to a specific set of metrics that included people over 21 who had liked similar topics, such as wine, but had not yet liked NDGWA on Facebook. Several hundred new “likes” for the NDGWA page developed from the Facebook ad campaign. The ad campaign will help individual wineries and vineyards if they have a link to their website on the NDGWA webpage. Mark and Greg will compile a full report of the Facebook ads; it will be made available on the webpage.

Logo Revision - A recommendation from the Flint audit was that we should revise the logo. They determined that it was difficult to see when used in various situations because of the thin lines on the logo. Flint stated that we were trying to do too much with the logo and that it was too thin-lined. Flint has provided some suggestions for updating the logo.

It was agreed to table the logo revision until the board members have had an opportunity to look at the revised logo suggestions. Mark will send the logo selections to the Board member and we will make a decision at the next meeting if the logo should be changed and if so, which of the logo recommendations should be presented to the membership for discussion. We will probably invite someone from Flint to explain their logo recommendations at the next board meeting.

Newsletter – it’s in the work plan of the grant – do we want to proceed with a periodic newsletter? Flint can help with the design and arrangement since it’s in the work plan of the grant and they recommended it as a valuable feature for our members. Who would be the publisher / editor? We’ll have this discussion at the next board meeting. Greg said he could help with formatting but we will need contributors to write content.

**REGULATORY AND LEGISLATIVE** – there is nothing new at this point but now that the election has passed we can move ahead with potential new legislation regarding the number of allowed wine sampling events and also the process of dispensing and serving wine samples at these events. It was suggested that Randy, Mark, and others should meet with the State Tax Department to clarify with them, the intent of the original legislation that addressed this issue.

## **EDUCATION AND EVENTS**

As of now the annual meeting is planned for Fargo Country inn and suites for June 9<sup>th</sup> and 10<sup>th</sup>. June 23 and 24 are also available as backup dates.

A lengthy discussion took place about the location and time frame for the 2017 annual conference and meeting. It was suggested that we have an abbreviated one day conference that would include our annual business meeting and some educational sessions including a research update. A wine competition would also be included in the event. We could then do a follow-up meeting for educational purposes during the spring or summer that could include some outdoor events such as touring the plots at NDSU along with some educational programs.

Carrington came up as possible meeting place for a one day event annual meeting and short conference in the winter. It was suggested that we look at using the Chieftain motel and conference center as a venue.

Randy moved and Greg seconded that we change the date for the annual meeting in June and instead hold the annual meeting and an abbreviated conference including the wine competition in Carrington on February 4<sup>th</sup> or 11<sup>th</sup> depending on which dates are available.

Greg will work on contacting the Chieftain in Carrington to see what is available for dates. Randy and Rodney volunteered to help Greg.

We will plan to have an additional educational event in the spring or summer.

## **MEMBERSHIP**

Stan requested that an updated membership application be placed on the webpage. Greg said he would make sure the application was available on the webpage.

## **NEW BUSINESS**

Publication of minutes on website discussion - In response to a concern about the NDGWA being subject to the ND Open Records Law, on November 3<sup>rd</sup>, Mark spoke with an attorney from the North Dakota Attorney General's office. Her opinion was that the North Dakota Grape and Wine Association was not subject to the open records law of the State of North Dakota. The attorney stated that simply receiving funds from the ND Agriculture department grant did not subject the association to the open records law. If after further investigation it was determined that the association was subject to any open records laws it would only be subject to the law relative to the funds from the grant. Discussions, decisions, accounting for activities, source and use of funds for other than those from the grant are not subject to the open records law. Any request for information that invokes the open record law as a requirement for a response may only include a request for information that is subject to the law if it involves public funds. A request for records under the open records law must be for a specific set of documents. Such a request may not be for future documents and cannot be a request in perpetuity. Rodney Hogan commented that ND Agriculture Commissioner Doug Goehring told him that as a private organization we are not subject to the open records laws.

It was suggested that the minutes continue to be kept as a membership benefit, in a restricted area on the website and available to paid members who have chosen to receive access by obtaining their free login and password.

Randy moved and Greg seconded that we publish a notice on the Listserv that the agenda is available on the website in the public area and that the minutes are available in a members only area on the website. After discussion the motion passed by a voice vote.

Mark stated that the \$500 contributed to the Northern Grapes Project came from our association's funds. The \$12,100 and the matching \$1200 from our association spent on marketing was the direct result of the association writing and obtaining grant money to spend on marketing. The grant required that the funds be used for marketing and not for research.

Members are encouraged to contact any or all of the board members for any concerns regarding the association. All board members contact information is available on the website.

Randy and Mark suggested that members should be encouraged to contact the board members about their suggestions, concerns, and recommendations. We as board members should encourage members to provide advice to the board and members should be reassured that their comments and concerns are valuable and are all seriously considered.

Harlene has been contacted by a researcher about getting an updated list of the most popular grape varieties and the amount of acreage of each in North Dakota. This information can probably be gleaned from the Vineyard Survey that Rhoda Burrows is working on with Bob Thaden.

Rod Ballinger provided additional information about the wine tasting that took place on Thursday November 10<sup>th</sup>.

- 90 wines were evaluated
- 14 varieties will be recommended for propagation. These will be about half red varieties and half white varieties.
- Any varieties where the wine ranked at seven or above will be recommended for propagation
- One white variety ranked at 8.2.
- Any varieties where the wine ranked between five and seven will be recommended for further evaluation.
- Any varieties where the wine ranked below five will be recommended for no further development or testing.
- Harlene will decide on what varieties will be moved forward for further evaluation and propagation.

Ron Smith – former NDSU Horticulture State Specialist and Fargo Forum Wine Columnist, was present at the wine tasting.

Greg will put an announcement on the webpage announcing the change in plans for the upcoming abbreviated annual meeting and conference in February. Members are encouraged to provide input regarding topics, speakers, and other suggestions for the conference. Greg will also list the suggestions from last year. A form will be made available on the website for individuals to fill out with their input.

The next meeting will be December 19<sup>th</sup> at 3:00pm

Meeting was adjourned at 5:08 pm.

Submitted by,

Steve Sagaser – Secretary North Dakota Grape and Wine Association