

NDGWA Board Meeting

December 19, 2016,

Loftsgard Hall

The meeting was called to order at 3:12 pm by President Mark Vining.

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

Members attending by conference call: Steve Sagaser, Randy Albrecht, Bob Thaden

Members absent: Alan Fuller, Jeff Kopp, Kevin Kinzel

Guests attending: Jordan from Flint Communications, Rodney Hogan

SECRETARIES REPORT

Greg moved and Stan seconded, the minutes were approved by voice vote.

TREASURERS REPORT

Treasurer, Greg Cook provided the treasurer's report. We have a net worth of about \$5000. The income from the Vine to wine event at Fluffy Fields was about \$3010, the expenses were about \$3300. We are grateful that Kevin and Deb Kinzel wrote off some of the expenses with the hope of helping the organization get close to break even for the event. Overall for the year our expense exceed our income by about \$345. The next round of reports for the Marketing Grant will be due to the ND Agriculture Department on 15th of January. There is still a bill of about \$1500 due to Flint Communications. When the report has been submitted to the Ag Department we will be reimbursed for about 90 percent of what our expenses are. Bob moved to approve the Treasurer's Report and Stan seconded the motion. The motion passed by voice vote.

Marketing

Flint Communications Presentation – Jordan, our current contact with the business presented

The grant from the Ag Department Marketing and promotion is about \$12000. We are matching that amount for about \$1100 for a total amount of about \$13000. So far we have spent about \$8000 of the \$13000 amount. Most of the money spent thus far has been in three categories.

1. Flint made two presentations at last year's annual conference
2. An audit of our social media; produced and ran the Facebook ad campaign
3. Working on the NDGWA proposed logo.

Jordan is presenting an overview of the Facebook ad campaign.

The goal of the ad campaign was mostly to increase awareness of the NDGWA. Prior to the ad campaign there only about 240 individuals were aware of NDGWA on Facebook. A concern of members was that they weren't seeing the ads on Facebook. This was because members had already "liked" the page. Once liked, the ads no longer show up. Results of ad campaign after two four week campaigns which spanned two months there were 631 new "likes" for a total of 873 "likes" of the NDGWA Facebook page. A question was why we never used Twitter along with Facebook. Our Twitter account is not active enough to make it effective for using ads.

Harlene asked if there was a summary that showed the statistics from the ad campaign. There is \$3000 – \$4000 still available in the grant that could be used for another campaign.

Bob asked what the demographics were of our Facebook page viewers. Greg reported that 70 percent are women and 30 percent are men. The age range is fairly consistent from 25 – 55 and then starts to decline.

Much discussion followed regarding what our goals the Facebook page are. Discussion followed should we have more board members posting to the Facebook page. Also asked is what it would cost us to have Flint communication administer the posting. Greg will post any information that promotes ND wine and or fruit production to the Facebook page. The consensus was that the access to the Facebook page postings should be limited for now.

Randy asked how do we access the 800 people who like the member wineries – Tagging the NDGWA from individuals Facebook page will show that you already like the page and will provide a means for individuals to access your winery or vineyard Facebook page.

For more questions Jordan's email address is available for further information.

Proposal for new logo.

Jordan handed out a sheet with bullet points regarding the current logo. The thin lines of the current logo do not reproduce well on the web or reduce well for printing. Also the logo would not appear well on apparel. Also the logo appears to be unnecessarily littoral since it seems to repeat ND because of the shape of the state, wine glass, and the grapes, twice. Also the current logo doesn't adapt well for use in social media. Jordan gave examples of several other state association logos such as Minnesota, Iowa, Wisconsin and Illinois. A lengthy discussion followed regarding the pros and cons of different logo options. Jordan supplied a list of questions for identifying logo characteristics that could be used in a new logo design. Harlene commented that fruit should be included in the logo re-design since whether growing fruit and / or making wine, the fruit is where it all comes together. Bob suggested possibly having a negative image such as a purple background and white lettering. The consensus was that we should move forward on a new logo design. Flint communications will provide concepts for a new logo to the board of directors by mid-January. Mark will forward all of the information regarding the logo re-design to the board of directors. A goal is to have the concepts to the board of directors by mid-January with the intention of having the new logo available for members to see by the annual meeting.

OLD BUSINESS

Committee Reports / Discussion

Research

Rae Ann Kilen will be in Fargo on Thursday the 22nd, (she was present at our meeting in Dickinson), and she wants to do a survey on the quantities of fruits that are used (both in and out of state) for ND wine production. If data can be provided showing the need for additional fruit, it may help in obtaining grant funds for research and in turn should increase local fruit production.

NDSU Germplasm Project – Harlene reported that all of the information from the sensory evaluation and cross listed it with viticulture information and have decided on 7 varieties to propagate and increasing the numbers for larger samples. 4 are red and 3 are white. This would make a total of 11 varieties that will be further evaluated.

Regulatory and legislative

Efforts will be made as in the past, to have funds designated in the Ag Commissioner's budget for further grape research.

Greg and Mark are going to meet with the owners of a new cidery in Fargo to convince them not to create a new category of alcoholic beverage within the state that does not fall under similar Federal guidelines.

Another item for legislation change is to try and remove or modify the legislation regarding the 51 percent requirement that ND fruit be used by wineries – breweries don't have this restriction nor do the distilleries. Bob shared that Montana has no restriction on local fruit restrictions. Most surrounding states don't have comparable requirements regarding the percentage of fruit to be used in wine production. Randy brought up the concern that a majority of the members should be on board regarding a proposed change about modifying the existing fruit requirement. He commented that of the total membership, approximately 12 of them are wineries. Members who are commercial growers, such as vineyards and orchards could be put at risk if the fruit requirement is eliminated. Currently there is not enough fruit production within the state to supply the needs of the member wineries with the 51 percent fruit requirement. Members who are commercial growers need to be contacted and kept informed about the proposed modification to the 51 percent fruit requirement; they also need to be made aware of the need for increased fruit production in order for wineries to market their wines as originating from North Dakota. In order for the ND winery industry to grow, we need more fruit production within the state.

Treatment of domestic wineries for public tasting and the events permit ruling is another item that will be looked at for possible modifications during the legislative session. Randy and Mark will be looking into this issue.

EDUCATION AND EVENTS

Annual Meeting

According to the member survey of the 10 members who responded, Saturday February 4th is the day that is preferred.

The wine tasting / contest / social will take place on the evening of February 3rd. We will need rooms for Friday and for Saturday – the Chieftain in Carrington is available and will be booked for the event. The conference room charge is \$150.

Discussion took place regarding topics and presenters for the program. Possible educational topics include:

- NDSU Grape Germplasm program update
- Northern Grapes project Summary – Harlene could compile this from Tim Martinson's information.
- Blending wine
- Mead Production
- Brittnee's – Five month winery experience in Australia
- Grape and Wine Agro-tourism – Marketing and branding
- Fruit production – Possibly Kathy Wiederholt for berries and or Tom Kalb for apple orchard production.
- Panel Discussion for late afternoon 4:00pm for wineries and growers and interested anyone interested.
- Bob Grosz (Asst. Superintendent, Fargo Public Schools) New Zealand trip – winery tour - entertainment presentation – he's taking classes on winemaking. Rodney could line him up. This could possibly be incorporated with Brittnee's topic above.
- Wine appreciation – possibly Ron Smith

The banquet at the annual meeting if held will be early on Saturday evening and will be optional. Greg will put together a tentative schedule and start inviting presenters.

We will look for sponsors to help pay for the breaks

The tentative next meeting date is January 16th.

The Board of Director terms that are finished in 2017. Bob Thaden, Stan Hanson, Alan Fuller, and Kevin Kinzel. Greg Cook and Rod Ballinger are on the nominating committee for the annual meeting for the next annual meeting.

5:20 meeting was adjourned.

Submitted by,

Steve Sagaser – Secretary North Dakota Grape and Wine Association