

NDGWA Board Meeting

6/4/2015, Loftsgard Hall, NDSU Campus, Fargo, ND

The meeting was called to order at 3:04pm by President Mark Vining.

Members attending in person: Mark Vining, Greg Cook, Steve Sagaser, Stan Hansen, Randy Albrecht, Harlene Hatterman-Valenti

Members attending by conference call: Bob Thaden, Kevin Kinzel, Allen fuller

Members absent: Ken Duppong,

Guests: Rod Hogan

Secretaries Report

One Correction was added to the minutes to include Ken Duppong as not present during the last meeting. Stan Hanson moved to approve the minutes, & Greg Cook seconded to approve the minutes. The motion passed.

Treasurers Report – Steve moved & Randy seconded, to waive reading of the treasurers report. The motion passed.

Old Business

Research Committee – Bob Thaden reported the land at Minot had been prepped and is ready for planting. Bob is not sure how many new seedlings will be planted

Petiole tests Steve Mentioned that Greg had said in a conversation that it was too early to make petiole tests

Greg Cook will start with previous information that was sent out about how to take petiole tests on the web page and listserv. Also members will be informed about the change in procedures for payment reimbursement

Vineyard survey -

Mark suggested that we should work to get this done so we have a base number of plants in the ground to show for in the future for when we request funding.

Marketing and Publicity Committee

Mark has received a proposal from Josh at Flint for a marketing audit for about \$8700 to look at our marketing strategy. The committee has not yet looked at the proposal. Also Flint is working on a more comprehensive plan which would be the next step in the neighborhood of about \$20,000.

Winemaking and grape growing brochures.

Both are going to print – Steve will look at getting a supply of each of the two brochures for the association to have on hand for upcoming NDGWA events.

Ag Dept. Funds remaining amount 13,000 of the \$80,000 were allocated to NDSU for Harlene's research.

ND Living Magazine provided an excellent article on ND Wineries and Vineyards.

Legal Committee

Nothing new to report, the governor should have signed the legislation regarding distribution which is due to take effect on July 1,

Finance Committee

Annual Budget was submitted by Greg Cook for the amount of 4625.

The budget will be reviewed by the board.

Membership Committee

Stan reported that there is not a lot on membership yet. \$20.00 is not enough for membership dues. He suggested we should raise the rates to \$30, \$40, or \$50. Discussion was had about what the amounts should be with hobbyist and commercial memberships as possibilities. Inflation has eroded the \$20.00 dues. Stan will be doing a one on one survey with some of the members and potential members. He will discuss having a hobby and commercial memberships.

Education / Events Committee

Vine to Dine - Mark suggested we do two, Bismarck and Dickinson – discussion was how and what to do as far as educational programs. Mark asked Randy if he would work with Allen Fuller on the event. Possibly Tereza could help also. Dates are suggested for the latter half of September. Fridays are probably the best days to do it. Friday 18th of September is most likely for Bismarck.

Past Presidents Committee

2016 is the 10th anniversary of founding of association. The past presidents will be asked to look into having a 10th anniversary celebration.

Vitinord

There was discussion about possibly traveling in a caravan to Vitinord. We are not planning on having a booth but ND will participate in the wine tasting.

Each state will have a table available for the wine tasting at Vitinord.

Bob Shared that Tom Plocher and Rod Ballinger will be in Montana for the foundation meeting of the Montana Wine and grape association.

Strategic Plan

Mark led the discussion regarding

- Research,
- Education,
- Marketing,
 - Developing a brand
- Industry Growth
- Additional discussion was about increasing the total numbers of vineyards and orchards along with the total number of acres of these fruits.

New Business

A thank you card was shared from Mark Ertelt which was sent to the NDGWA association on behalf of Joyce who recently passed away.

Association 10th Anniversary – Rodney said he would work on doing something to acknowledge the association's 10th anniversary.

The next meeting date and time was set for August 4th, Tuesday at 3:00pm Loftsgard

The meeting was adjourned at 4:33pm.