

Minnesota Grape Growers Association Annual Meeting

February 23, 2013

Crowne Plaza St Paul Riverfront

St Paul, MN

Called to Order: 12:32pm

AGENDA

Meeting Called to Order

President, Ron Barnes

Acceptance of the Agenda

Acceptance of last year's minutes

Outlined the Association Goals : Grow the industry, Improve the organizational capacity, Enhance membership benefits, Establish best practice committees, Develop alternative funding sources, Heighten public awareness, Develop members database

Officers' Reports

Secretary, Terri Savaryn

Secretary did not received any official notifications from the membership

Treasurer, Larry Olson

Report of financial balance sheet, operating statement, Elmer Swenson Scholarship fund

Financial report accepted

Report of Committees

Best Practices in Viticulture Committee Chair, Irv Geary

Mission statement and Goals development by the Best Practices committee reported

Best Practices in Enology Committee Chair, Kent Schwickert

Report on the steps taken to create a committee began with an endorsement by MNFWA

Website Committee Chair, Tony Ebert

Reported on his finding of the current state of the website and ideal state. An ideal state would meet multiple functions; Collection of info of members, allow members to purchase products, to renew membership, easily maintained by members of the board.

Membership Committee Chair, David Mohn

Reported current membership breakdown; 23 commercial, 36 professional, 500 individual memberships

Changing renewal policy to an annual renewal policy to better understand our membership numbers. Goals: Learning more about our members, what and where they are growing

Legislative Committee Chair, John Maloney

Reported on Festival Licenses legislation– an association must be in existence for at least 2 years and must consist of 10 wineries to hold a Festival License. Legislation allows individual

consumers to purchase up to 6 bottles of wine at an association sponsored festival. The MGGA is interested in sponsoring a large wine festival in 2014. Roadside signage legislation in progress.

Education Committee Chair, Irv Geary

Awarded 4 Elmer Swenson Scholarship recipients; Christy Paulson, Soon Lee The, Emma Pelton, Jarred McCarthy. The committee wants to ramp up education efforts of the MGGA to benefit membership with Best Practices efforts; reaching outstate to host classes in the spring. We are actively seeking places to host clinics. Our goal is to hold 3-4 seminars throughout the year

ICCWC Committee Chair, Gary Gardner PH.D

Reported on the outcome of the 2012; 57 wineries, 335 wines, 12 states, 2 countries
2013 ICCWC, August 15, 2013

Conference Committee Chair, Terri Savaryn

Report on the 2013 conference and plans for 2014

Nomination Committee

Retiring Board members; David Duddleston, Rudy Jungwirth, Alan Olson, Matt Scott, Kristo Sween, Mark Wedge

Re-elected Board members; Ronald Barnes, Kent Cunningham, Irving Geary, Larry Olson, Teresa Savaryn

Slate of Officers/ Board Recommendations to be acted upon at the March Board Meeting;

Ronald Barnes, President
Irving Geary, Vice President
Teresa Savaryn, Secretary
Larry Olson, Treasurer

Newly Elected Board Members

Alexandru Bortnov
Josie Boyle
Jenny Ellenbecker
Bob Olson
Steve Unverzagt
Vote to elect slate of nominations: passed

Nominations from the floor: NONE

Adjourn : 1:30pm

Minnesota Grape Growers Association

Board of Directors Meeting Minutes

Thursday, March 21, 2013

Crown Plaza Riverfront, St Paul, Minnesota

Ron Barnes called the meeting to order at 6:19PM

Present: President Ronald Barnes, Vice President Irv Geary, Treasurer Larry Olson, Dave Mohn, Alexandru Bortnov, Bob Olson, Jenny Ellenbecker, Steve Ungverzgat, John Maloney, Tony Ebert, Terri Savaryn (Skype), Missy Machkhashvili, Josie Boyle. Guest: Seth Reid

Financial Report- Olson

Financial report through March 19th given

2013 Budget- Olson

Larry presented the operating budget overview, January through December 2013.

2013 CCC- Machkhashvili

Missy reported on the 2013 CCC wrap-up committee meeting. We have a contract in hand for 2014 CCC at the Crowne Plaza to be reviewed and signed. The committee is looking for new chairperson for the conference. It was moved, seconded, and carried to Reserve the Crowne Plaza for 2013-2014

Ebert asks have we looked elsewhere to source better pricing? The recommendation is based upon knowing what to expect and having our budget locked in at the Crowne.

Tony Ebert would like to join the conference committee next year if time permits.

Marketing & Public Relations- Savaryn

Terri reported on her phone conference-call with John Maloney and Paul Hugunin from MN Grown. Hugunin is enthusiastic to help the MGGA with funding for the Discover MN Passport and assisting with the legislative process for the billboard campaign. MN Grown has agreed to help with printed material, collateral material via grant money. Money made from Passport Sales will fund the billboard campaign. Also discussed was a publication and directory to which MN wineries should join MN Grown and feature Farm to table products.

Website- Ebert

Tony reported on his findings with the current state of the MGGA website and where we would like to go. Functionalities of the future website are: member management services, payment functionality, forums, blogs and classifieds. Our website serves as the face of the MGGA and should be convenient to use by our members. After seeking several quotes for design firms with MN connections he presented 4 companies with varying degrees of functionality. Tony recommends Minnesota Website Company. Minnesota Website Company will keep a database of our members.

Website Committee, Tony Ebert, David Mohn, Missy Machkhashvili, Cheri Anderson

Ron recognizes that the website will cost a significant amount of money and that's ok. He has requested that three providers present options for the website at the May meeting.

The Swenson Project- Barnes

Seth Reid has agreed to take on the Elmer Swenson Project and gather the information from participating vineyards. Mark Hart will supply Seth with the existing database. 6 vineyards might participate in sharing their information. 25-30 people were originally in the project taking each 6-8 varieties from Elmer's farm. 100th anniversary of Elmer's Birthday

Legislative Committee- Maloney

John gave a brief history of his position on the legislative committee and the work the committee has done since 2011. Today John met with Frank Ball and Paul Kaspick, from the MLBA with Kieth Smiley to discuss their relationship with MN farm wineries going forward with legislation. They appreciated the MGGA's help at the

capitol with the excise tax. MLBA is a huge player in the alcohol industry. They really recognize the importance and influence our industry has at the capitol.

Events Activities- Machkhashvili

Suggestion to contact Four Daughters regarding Annual Picnic, Missy will make contact and report at next meeting. The Arboretum has placed an ad in the NFTN for the 4x4 vetting July 25, 2013. The Spring Regional Seminar has been scheduled for April 6th at Millner Heritage Winery 1st. Topic; pruning seminar by the Thulls. Future Regional Seminars include :Canopy Management, Harvest/ Ripening Parameters, University of MN Research Update.

2013 ICCWC- Gardner

Gary sent a report for the ICCWC. Date has changed to August 16, 2013

Viticulture Best Practices- Geary

Working on creating lists of what Best Practices are. Have not progressed too much since the CCC. Topics that will be discussed at the committee level are; Site selection, financial sustainabilit, canopy, pruning, crop load estimations. Bob Olson may have some vineyard certification info (food certification standards).

Enology Best Practices- Schwickert

The committee met at the CCC. Kent is constructing the committee membership to become a cooperative effort among MGGA and MNFWA.

Membership- Mohn

Spoke with Cheri Anderson to get an idea of membership turnover. Cheri has suggested that it is best to review the membership turn over after the first turn of NFTN renewal reminder. Need to bring new incentives to get renewal. Best Practices have the potential to drive the membership. Steve asked what value the legislative committee has for the members; are they aware of this value?

Committee Appointments- Barnes

Ron Barnes appointed Bob and Steve Unverzat to the Viticulture Best Practices Committee. Jenny Ellenbecker on the Conference Committee as the Trade Show Manager and will sit on the legislative committee. Alexandru will join the Viticulture Best Practices. Josie to join the Enology Best Practices committee. Moved, seconded and carried to accept Officer Recommendations from the Board; Ron President, Irv Vice President, Terri secretary, Larry Treasurer

Minnesota Grown

John has been appointed as liaison for the MGGA on the MN Grown Advisory Board. MGGA approached MN Grown last fall to help with signage on the roadways for wineries/ vineyards. Will need to work closely with MNDOT and Explore MN to develop some signage. Paul wants to use the MN Farm wineries as a pilot project to introduce this concept to MNDOT. At the May 16th meeting John will report on a design concept for the sign. report on his first meeting with the MN Grown Board. MN Grown currently produces the MN winery brochure.

Consent Agenda

Moved, seconded, and carried to accept the consent agenda

Adjourn: 9:05pm

Minnesota Grape Growers Association

Board of Directors Meeting Minutes

Thursday, October 17, 2013

Crown Plaza Riverfront, St Paul, Minnesota

Ron Barnes called the meeting to order at 6:20PM

Present: President Ronald Barnes, Vice President Irv Geary, Treasurer Larry Olson, David Mohn, Jim Luby, Bob Olson, Missy Machkhashvili, Steve Unverzagt, Josie Boyle, Gary Gardner, Kent Cunningham, John Maloney

Motion

Irv moved to offer a \$20 discount as an a la carte option on membership for attendance to the conference. Does not affect early bird.

Second and carried

Website- Mohn

Kevin Ebben, gave a demonstration on the Move One Degree website. He was unable to give a demonstration of the membership database component.

An online demonstration of Your Membership was given.

The Board asked to learn more about local associations utilizing Your Membership in Minnesota. Missy will ask the MSAE list serve. The Board also asked to negotiate with Your membership based on annual membership and incremental growth based upon their product.

Financial Report- Olson

Larry Olson gave the financial report for September 2013 income and expenses. Larry will distribute the 996 tax document for the Board to approve before November 15th.

2014 CCC- Savaryn, Unverzagt

Terri gave a report on the events of the CCC. Carissa Mondavi will be our Keynote speaker and is interested in bringing the San Francisco Food and Wine expert with her. A \$20 discount to membership when signing up for the conference has been adopted. To create a public platform for MN wine in St Paul, the committee will introduce a public Wine-out night on Thurs. and invite the public to attend the Winter Wine Fest.

Passport to MN Wines- Machkhashvili

Terri would like to make a motion to use some of the money generated from the passport sales to promote the continued sale of the passport and cap the use of the money at \$5000. Moved, seconded and carried

2013 ICCWC- Gardner, Cook

Gary gave the financial report on the 2013 ICCWC. He also discussed to for stickers with the ICCWC logo for purchase at wineries expense. Cheri Anderson to follow-up. Gary also inquired on the nature of sharing the ICCWC logo with wineries to post to their websites. The board felt this was ok, Ron will also discuss this with Cheri Anderson. Josie Boyle volunteered to assist the committee in the coming year on the marketing aspect of the competition.

Legislative Committee- Maloney

Irv resolves to support the passage of the House of Representatives bill 604A.40. The Board will review the bill and bring any issues to the December board meeting. Second, carried.

Irv gave some background on the distilled spirits bill. The legislative committee will ask McManus to clarify the language of the law.

Maloney has asked Kent Schwickert to be co-chair on the legislative committee. Jenny has decided to remain on the committee.

Viticulture Best Practices- Geary

The committee met back in early August at the Arboretum and worked through first set of goals of best practices. The committee would like to write a grant to hire someone to write different parts of a manual; a collective manual modeling "Midwest grape growing" "Midatlantic wine growers".

Membership- Mohn

We currently have 404 members

Dave put an article in the NFTN regarding board positions

Education Committee- Geary

Need to get a group together to discuss the Elmer Swenson Scholarship and promote the scholarship applications.

Irv will talk with Peter Hemstad to organize a date and see what involvement he would like to have.

Minnesota Grown- Maloney

Nothing to report

Consent Agenda

Motion to accept, seconded, carried

Adjourn

9:02PM

Minnesota Grape Growers Association

Board of Directors Meeting Minutes

Thursday, December 5, 2013

Crown Plaza Riverfront, St Paul, Minnesota

Ron Barnes called the meeting to order at 6:10PM

Present: President Ronald Barnes, Vice President Irv Geary (via skype), Secretary Terri Savaryn, David Mohn, Bob Olson, Missy Machkhashvili, Steve Unverzagt, Josie Boyle, Gary Gardner, Alexandru Bortnov, John Maloney,

Website- Mohn

Mohn gave a report of the benefits and off-setting of costs to move the current MGGA website to YourMembership.com. After the website committee met with a user group through MSAE, they recommend that the MGGA go with Yourmembership.com.

Motion to execute a contract with Yourmembership.com for the purpose of renovating the MGGA website and database was moved, seconded and carried.

2014 CCC- Savaryn, Unverzagt

Terri and Steve gave a report on the events of the CCC. Terri made a motion to give a \$20 cash rebate for membership renewals accompanying a conference package at the conference.

Motion was moved, seconded and carried.

Winter Wine Out- Savaryn, Unverzagt

Terri and Steve proposed a vetting process for wine selection for the Winter Wine Out in St Paul limited to MGGA membership and ICCWC winners. This promotional event would require the participating restaurants to sell select Minnesota wines by the glass on Thursday, February 20, 2014 in their restaurants.

Motion for the MGGA to subsidize 1 case per participating winery for the participating restaurants was moved, seconded and carried.

2015 CCC Site Selection- Unverzagt

Steve gave a summary of the sites visited with Helms-Briscoe on December 2, 2013. Gary Gardner suggested we approach the ICCWC sponsoring hotels with an opportunity to bid on the conference to show our appreciation for their sponsorship.

Passport to MN Wines- Machkhashvili

Missy gave a report on the 2013 Passport sales and marketing/advertising impact. Terri made a motion to use some of the money generated from the passport sales to promote the continued sale of the passport, billboard and other marketing meeting at the Marketing Committees discretion, with a cap on use of \$5000. Moved, seconded and carried

2013 ICCWC- Gardner, Cook

Gary gave the financial report on the 2013 ICCWC. 3D printing for medals with smaller ribbons were suggested for 2014. Josie Boyle has joined the ICCWC Committee to assist with marketing in 2014.

Legislative Committee- Maloney

John gave an update on the Roadside signage, Distilled Spirits Purchase, Taxes on Distilled Spirits Purchases and off site warehousing. If wineries are having trouble with Specific Service Signs they can file an exemption. John also mentioned Wine America, a lobbying organization that wineries should become members of.

Best Practices- Geary

Irv reported that MNFWA is pursuing a VQA check-off. The committee is pursuing a grant to write a book on Viticulture Best Practices. Josie Boyle will take up the Winery Best Practices Committee Chair with direction from Ron Barnes.

Membership Nominations- Mohn

Dave did not receive any responses to membership nominations to the Board. Senator John Howe may be interested in a position and will receive a follow-up phone call. John Maloney provided a few contacts that may also be interested.

Marketing Committee- Savaryn

The Marketing committee will construct a formal marketing budget for 2014.

Festival License-

The MGGA would like to add the Cannon Falls Art and Wine Festival banner to the website for greater exposure as a sponsor. The Marketing Committee would like to develop a festival committee to fold under its name to check the feasibility for a 2014 MGGA Festival. BLANK will talk with Keith Smiley regarding his interest in using the MGGA license for the 2014 Cannon Falls Art and Wine festival and will report back at the January Board meeting.

Other Business

Terri made a motion to give of percentage of the Winter Wine Fest ticket sales back to the wineries to subsidize the increased wine use. Motion was seconded and carried.

The Board agreed to post sample contact from the University of Minnesota Survey to the association website

Consent Agenda

Moved, seconded and carried

Adjourn

9:05PM