

**Indiana Wine and Grape Council Meeting**  
**Zoom**  
**November 12, 2020 10:00 am**

**Attendance:** Dr. Marshall Martin – Director, Meredith Cobb – Managing Director, Jim Butler, Deb Miller, Nicole Kearney, Rachel Gibson, Mark Easley, Dr. Austin Fergusson, Dr. Bruce Bordelon, Dr. Christian Butzke, Katie Barnett, Jill Blume, Dr. Linda Prokopy, Dr. Aaron Patton, Dr. Bernie Engel

**Call to Order:** The Council meeting was called to order by Dr. Marshall Martin. Dr. Martin introduced Dr. Linda Prokopy. Dr. Prokopy will take over as Department Head of Horticulture and Landscape Architecture on January 1, 2021. Dr. Martin also went through the agenda and asked for any additions. Rachel Gibson was added to give a legislative update.

**Approval of November 14, 2019 minutes:** Minutes were distributed by email prior to the meeting for the Council’s review. Dr. Bruce Bordelon made one correction--powdery mildew and not downy mildew. The correction was made. Jim Butler moved that the Minutes be approved as corrected with a second from Deb Miller. The Minutes were approved.

**Council Directory:** Cara Lane is unable to continue on the Council. We’re excited to have Nicole Kearney from Sip and Share Wines join us as a new Council member.

**Financial report:** The financial report was distributed prior to the meeting. Dr. Martin went over the financial report. One addition is \$15,000 to cover the cost of viticulture research at Meigs and the Southwest Purdue Agricultural Center.

**Wine and Grape Team Reports**

**Enology (Dr. Christian Butzke and Jill Blume):**

Dr. Christian Butzke provided an update on the various classes he’s been teaching and Wine Wednesdays with 1500-2000 people watching. There are 500 students in the Wine Appreciation class. There is the traditional classroom undergrad class at Purdue University with 300 students plus another 200 online. The Wine Appreciation course will be offered in Spring 2021 as well. There is a collaboration with [wine.com](http://wine.com) for wine delivery to students. On January 2, 2021 he will introduce the Purdue Certificate in Wine Making. With regard to the Wine Appreciation brochure, Dr. Fergusson asked why the Indiana section on the brochure is so small? Can it be highlighted more? Dr. Butzke will send the information for the Certificate course once it’s ready.

Jill Blume has been working with Dr. Bordelon in the vineyard harvesting hybrid grapes this fall. They did some processing of grapes with two food science students. Jill continues to receive many emails and phone conversations with wineries. She’s been contacted by three people in

the last week that want to start vineyards and wineries. Wine analysis in the lab continues. The Indy International is scheduled for 2021, but of course that's subject to change depending on what happens with the pandemic. Jill Blume did some Sip and Swirl zoom presentations with wineries and may start back up after the holidays. She was on the podcast, Da Vinci Pursuit, talking about the art and science of Indiana wines. Most events have been canceled so she hasn't judged wine competitions since February 2020.

### **Viticulture (Dr. Bruce Bordelon):**

It's been a tough year for fruit crops across the state due to frost. There was only a significant fruit crop on 8 of 35 varieties. Survey results from Hort Congress were sent out and there were good comments that will be taken into account in the future. Hort Congress won't be held in 2021, but there may be several virtual events. The Research and Extension Viticulture Associate position is currently open and several individuals applied. Final candidates will be interviewed next week. Dr. Aaron Patton is working on an HLA YouTube channel. Katie Barnett has established a Purdue Wine Grape Team YouTube channel. Dr. Bordelon chaired the Civil Penalty Working Group to prepare draft legislation to update the pesticide violation civil penalty laws. Fines currently are so low that they aren't changing people's bad behavior. A three-tier penalty structure will be proposed to the Indiana General Assembly. Hopefully, it will be approved in the next legislative session. There will be \$1,000 fine instead of \$100. Dr. Bordelon added several grape varieties from Arkansas to his trials this year. He wants to continue his plantings at SWPAC and Meigs. Dr. Bordelon has requested approval from Dean Plaut to retire.

### **Marketing (Katie Barnett):**

Katie Barnett printed 1500 new Indiana wine brochures. If you need more let her know. The QR code goes to the Indiana wine website. Jill Blume and Katie Barnett hosted a couple of Indiana wine nights. They received positive feedback so they would like to continue with them. Vintage Indiana was canceled. Katie Barnett has been busy with professional development as a member of the current class of the Indiana Ag Leadership Program where she expects to graduate in May 2022. She has taken the Level 1 exam for the Wine & Spirits Education Trust as well as Creative Marketing Principles and Practices course. There will be some type of winter conference via Zoom or some virtual format in place of Hort Congress and the spring training course. Katie Barnett is gathering vineyard data to make regional vineyard maps.

### **Vintage Indiana (Katie Barnett):**

The Indianapolis JW Marriott wants us to confirm dates for 2021 and 2022. Katie Barnett has put together a committee of five to work on ideas for any future Vintage Indiana type event. She proposed the following options:

1. Hold a standard Vintage Indiana during the second weekend of August. The artisan vendors and personal tables and chairs would be eliminated. Punch cards would limit

tastings to reduce time in Military Park. The admission price would be reduced and people would be encouraged to purchase bottles to take home.

2. The Sip of Indiana: This would involve working with wineries and distributors and culinary specialists around the state. It could be held a couple times a year around the state. It would have an elegant feel and would involve sensory analysis wine tasting and food pairing. People could purchase wines to take home. Wineries or distributors would purchase tables and they would keep 100% of profits.
3. Indiana wine market: Other alcoholic products could be included if permits allow. It would be a drive-through experience with beverage options to take home. There could be several similar regional events.
4. Vine to fork culinary wine experience.: This would involve Indiana wines and chefs and locally owned food venues/restaurants. There might be six different experiences throughout Indiana. There could be one wine per course per winery. There would be an option to purchase bottles of wine at end of night.

Feedback from group:

- Item 4 is similar to Uncork the Uplands.
- Festivals are a lot of work for the wineries and may or may not break even.
- Wine dinner at a restaurant is an interesting idea.
- How do you keep from playing favorites? Why would southern Indiana wineries want to participate if northern wineries are there?
- Smaller venues are not “drunk fests”
- A wine and food pairing event is higher class, but you have to deliver an experience.
- Vintage isn’t really the image we want portrayed for the industry. Purdue University is hesitant to put their name on it.

**Rachel Gibson:** The Chairman of Public Policies said there will be no drive through liquor stores in Indiana. We need a better partnerships with restaurants, but there has been a problem since wholesaler take 40-50% of the bottle value. We don’t produce cab or chardonnay and those are familiar to people and what they tend to order at a restaurant.

### **Elections:**

Due to the cancelation of the Spring 2020 Council meeting, the scheduled two-year rotation of officer elections were not held for the offices of President, Vice President and Secretary.

President: Jim Butler nominated Dr. Austin Fergusson for President and Mark Easley seconded the motion. Dr. Fergusson was elected the President of the Council.

Vice President: Dr. Fergusson nominated Jim Butler as VP and Deb Miller seconded the motion. Jim Butler was elected VP of the Council.

Secretary: Jennifer Lutter was re-elected Secretary of the Council.

**Strategic Plan:** Dr. Martin reviewed the goals of the Strategic Plan that had been discussed at a previous Council meeting and was slated for approval at the Spring 2020 Council meeting. Jim Butler moved and Deb Miller seconded the approval of the 5-year Strategic Plan. The Strategic Plan was approved.

**New Business:**

The next meeting will be in April 2020, probably via Zoom.

We will continue with the Zoom bi-weekly or monthly meetings. These will be for informal discussion on current issues within the industry.

**Rachel Gibson:** They're currently working on clarification for outside events/sales.

Dr. Martin informed the Council he has requested approval from Dean Karen Plaut to retire. The Council thanked him for his many years of service and leadership.

Meeting adjourned at 12:10 pm