Present
Dave Schrodt, Jim Butler, Mark Easley, Melissa Humphrey, Kim Doty, Dr. Larry Satek, Wilbert Best, Rick Black, Dr. Marshall Martin, Dr. Bob Joly, Dr. Bruce Bordelon, Jeanette Merritt, Jill Blume, & Jerry Fankhauser. Industry/Others: Cynthia Schrodt

Call to Order
The spring council meeting of the Indiana Wine Grape Market Development Program was called to order at 10:00 am by Council President, Dave Schrodt. Marshall Martin, director of the wine grape program, welcomed all and thanked both Dave and Cynthia Schrodt for hosting the meeting.

Minutes & Financial Reports
Minutes of the November 27, 2012 Council meeting and financial information were sent out ahead of the meeting with Marshall Martin noting financial information contained in the March 31, 2013 program balance statement. Both reports were approved as presented.

Program Updates & Discussion
With the absence of Christian Butzke, Jill Blume gave an enology program update to the council. Jill noted that she is in the process of hiring students for both lab and wine competition tasks. Jill also gave a summary on the recent spring workshop held on campus. With the upcoming Indy Competition event, Jill would like to know if anyone in the industry would like to be judge – there is a judge-in-training program in place that can expose those who are interested to what is involved with judging wines in a competitive setting. The Indy Competition currently has four judges on panels with any trainees being a fifth judge (Note: their scoring does not count). In terms of classroom efforts, Jill mentioned Christian Butzke’s, Bruce Bordelon’s, and her work with the commercial wine and grape production course and also the wine appreciation course.

Jeanette Merritt then updated all in attendance on her ongoing 2013 marketing and event planning efforts. In terms of a media campaign, funds are limited for television and/or radio spots and interview opportunities. Being able to do free spots has been more difficult as of late and available funding has only allowed Jeanette to do seven radio spots this year. Jeanette then gave an industry update. The sixty-ninth winery is now open in the State of Indiana and the seventieth, which is located near Roanoke (in northeast Indiana) may open soon.

Jeanette has spent time on the uplands wine trail as that effort ended up being part of a unique opportunity to partner with the Indiana State Department of Agriculture, Indianapolis media, and the Lieutenant Governor’s Office. The winery brochure is completed and now at the printer. Copies of it should soon be available. Regarding iPhone app and website updates, Jeanette is busy at this time working on changes to the program website in addition to finishing up the iPhone app. This app originally cost $12,000 to create and through another vendor, will cost around $5,000 to update. Vintage Festival planning is ongoing as all musical acts are now booked. To date, twenty-seven wineries have committed to participating at this festival on June 1st at Military Park in Indianapolis.
Bruce Bordelon then spoke about his viticulture program and noted that there is a need for better video equipment in the program in order to create higher quality educational videos for online use by those in the industry and others. There was much discussion about how to identify funds for such equipment – one possibility may be to couple council funds and some amount from the Vintage Fund (i.e. program gift account) with funding from the Indiana Winery & Vineyard Association. All agreed that such equipment would be useful, not only for the viticulture program, but for all three program efforts (viticulture, enology, and marketing) the council supports.

Marshall Martin then spoke about the fall 2012 strategic planning exercise and the resulting draft plan which was presented and discussed at the January Hort Congress Meetings in Indianapolis. Council members were asked about the plan – has it captured what was discussed and proposed last fall? All agreed that wine quality is still very important and educational opportunities for the benefit of those in the industry across the state should also be looked at. After further discussion, there was consensus that the plan should be adopted as presented. Other items related to council and program goals that were then discussed included: 1. Begin process of addressing action items in strategic plan; 2. Post council meeting agenda and minutes as soon as possible; and 3. Examine council meeting structure and timing.

The idea of the council supporting regional winery/vineyard tours was again brought up. This would entail a structured tour of up to three days to a wine/vineyard producing area (e.g., southwest Michigan). Education would be the focus with structured planning being necessary in order to offer up a quality tour. It was noted that criteria for such a tour or tours would need to be established in order to provide what the industry needs or desires. Another idea explored during the meeting was the possibility of offering small business start-up training specifically geared towards winery establishment. This could be done in a symposium format with “how to” sessions, etc. It was noted that understanding the curriculum needed for such training is most important.

Marshall Martin then briefly discussed the current fiscal year budget and also gave an update on income from the State Department of Revenue. It looks like the Wine Grape Program may see upwards of $25,000 growth in current fiscal year income. Marshall also mentioned that historically annual program fund income has been allocated out at around a third to viticulture, enology, and marketing.

Attention then turned towards the election of council officers for fiscal year 2013-14. After some discussion, there was unanimous consent that Mark Easley, Kim Doty, and Rick Black be elected as president, vice-president, and secretary, respectively.

Following the election, the council discussed meeting structure including the need for at least two meetings per year, when to have meetings, and how to retain/improve statewide representation. Should additional seats on the council be considered? Should there be more of an information council meeting at the annual Hort Congress Meetings? The consensus was to pursue a joint/open meeting with the council and the Indiana winery and vineyard association at the January 2014 Hort Congress.

Finally, marketing efforts by Jeanette Merritt were brought back up by council members with a focus towards clearly identifying what such efforts should be. There was consensus that the marketing program specialist should promote all of the industry and, as appropriate, highlight and support wine trails and other multi-winery efforts. Winery-specific events and activities can and will be noted on the wine grape program website. Discussion concluded with the council offering full support of Jeanette’s efforts and current structure.

Jerry Fankhauser announced that Dr. Jason Henderson has been selected as the new associate dean in the College of Agriculture and director of Purdue Extension. The council meeting adjourned at 2:10 pm with Dave and Cynthia Schrodt providing an informal tour of their winemaking equipment.

Prepared by: Jerry Fankhauser