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, Mark Easley.

Minutes & Financial Reports
Minutes of the November 20, 2013 council meeting and financial information were sent out ahead of the meeting. Following comments by Dr. Marshall Martin, director of the Indiana Wine Grape Council, the minutes were approved as read. Marshall then discussed parts of the program’s financial statements highlighting program cash balances as of March 31, 2014. It was pointed out that in this current fiscal year, per month income from the Indiana State Department of Revenue to the program is not rising as fast as in the past. Some of this income stagnation may be due to the harsh winter we endured in Indiana which may have kept consumers of wine away from stores. This recent trend should be monitored closely as the program moves into the new fiscal year on July 1, 2014.

Program Updates & Discussion
Christian Butzke gave an enology program update to council members and others in attendance noting that those in attendance should reference his report that was submitted electronically to all ahead of the meeting. Christian asked for feedback and ideas about the wine grape programming for the 2015 Hort Congress meetings. Input is desired for possible speakers, topics, and session themes that would be applicable to not only new(er) wineries, but also the more established wineries in Indiana. Christian and Jill Blume then spoke about the upcoming 2014 Indy International Wine Competition and announced that there will be a new “best of the class” medal categories for the event this summer. There will also be an award given for the best of the smaller (i.e. farm-like) wineries. The issues with giving such an award include what constitutes a small winery? Is it a winery that produces less than 50,000 gallons of wine per year? Discussion then moved to the idea of reaching out to retailers like supermarkets and liquor stores as their involvement might be good for future of the Indy International event.

Jeanette Merritt provided an update on her marketing program efforts with an update on the 2014 Vintage Indiana Wine & Food Festival that will be held at Military Park in Indianapolis on June 7, 2014. At present, there are 26 to 27 wineries with several food vendors and artisans scheduled to participate in the event and early admission tickets are selling well. Admission for the 2014 festival will be 21 years of age and older only – to date there has been no pushback with this change in age of admission. Early admission allows attendees to enter at 11:00 am with the general admission tickets allowing entrance at noon. Television Channel WTHR-13 and Radio WZPL out of Indianapolis will be the media partners for the 2014 festival. Talk then moved to the upcoming Indiana State Fair with Jeanette explaining that changes will be seen with the fair this August. For 2014, there will be beer and wine served at the fair. Jeanette is also focusing her marketing efforts on garnering area chef support at targeted Indiana restaurants for paired wines with food. Jeanette talked about Tom
England’s efforts with Ivy Tech’s Culinary Program – this program is the largest state-funded culinary program in the state in addition to having the first beverage program in the Midwest.

Bruce Bordelon finished up the program reports with his update on viticulture issues and activities since the last council meeting. The damaging effects of the long and cold winter on vines and other specialty crops like brambles was discussed. Bruce noted that a survey documenting the presence of the spotted Wing Drosophila insect will again be done in 2014. Following the viticulture update, the staff at Ivy Tech’s Culinary Program gave the council an overview of their program.

**Old Business**

Marshall Martin brought up the recent wine educational opportunities survey including the need for particular workshops and engagement activities. Possible workshop topics and possible timing and locations were discussed. Discussion then focused on what the needs are out in the industry including dry red wine quality, best winery management practices, and marketing issues (e.g. budgeting and securing expertise). A motion and a second was made that would direct the wine grape team to prepare a programming list in the areas of enology and viticulture (emphasizing best management practices) and marketing. This motion was approved with follow up discussion about basing any such programming utilizing SWOT analysis.

**New Business**

Marshall Martin gave an update on his upcoming 2014-16 council director (re)appointments and the recent news that Laura Richardson’s is resigning from the council. Laura’s efforts while on the council was acknowledged to all. Marshall will work with the wine grape team to identify potential candidates to refill Laura’s director position. Larry Satek thanked the four wine grape team members for all of hard work and efforts to better the industry over the past 10 years. Talk then moved back to the Hort Congress meetings. Attendance for this meeting this past January was good, not only for most sessions, but also for wine grape sessions and association meeting. There was a thought that maybe there should be council representation on a session planning taskforce for the 2015 meeting?

The wine grape council by-laws were again brought up with the idea that officer terms may be and if not, should be 2 years in length. A motion and second was made to change officer term from 1 to 2 years in length. Motion passed and this change will be made to the by-laws and the updated by-laws will be distributed electronically to all council members following the meeting.

Mark Easley and others talked about the past monthly commodity promotion campaign that is led by the state – June has historically been the “month for wine grapes,” but Governor Pence’s administration has done away with the month-long promotion, replacing it with “weekly” promotional efforts for specific commodities. June 1-7th will be the “week of wine grapes” in 2014.

The council meeting ended with a brief discussion about when and where to hold a fall council meeting. Most, if not all, agreed that an early December date at a location in or near Indianapolis would be best. Given that input, Mark Easley has offered to host the fall meeting at his winery location and a tentative date was set for Monday, December 1, 2014. At 2:19 pm, there was a motion and second to adjourn the meeting.

Prepared by: Jerry Fankhauser & Rick Black