

Indiana Wine Grape Council Meeting
4520 State Road 46 East
Nashville, IN 47448
April 9, 2018
10am -2pm

Attendance: Dr. Marshall Martin, Director, Mark Easley, Dr. Austin Fergusson, Shane Christ, Dave Schrodt, Cynthia Schrodt, Gary Humphrey, Kim Doty, Jennifer Lutter, Jim Butler, Ted Huber, Deb Miller, Dr. Bruce Bordelon, Dr. Christian Butzke, Katie Barnett, Meredith Cobb, John Baugh

Call to Order: The Spring Council meeting of the Indiana Wine Grape Market Development Council was called to order at 10 am by Council President Kim Doty.

Dr. Marshall Martin distributed the updated Council membership list and welcomed all the attendees.

Approval of the November 8, 1017 Minutes:

Minutes from the fall 2017 Council meeting were distributed by email prior to the meeting for the Council's review. Jim Butler motioned to accept the Minutes. Gary Humphrey seconded the motion. The Minutes were approved.

Financial Report:

Excise Tax: The Indiana Wine Excise Tax Revenue Report was distributed by Dr. Marshall Martin. Dr. Martin reviewed with the group the report noting the average monthly revenue was up slightly. It was also noted that the revenue received by Purdue had a few blank spots due to slow disbursement by the state Department of Revenue to Purdue University.

The question was brought before the Council if the Cider Excise tax was included in these numbers. Dr. Marshall Martin reported that he researched that question from the Council's last meeting and found it was not included in the numbers. The Council doesn't receive disbursements for cider. Mark Easley led a discussion on whether we should try to address with the state to receive the disbursements. Mark raised the point that cider is considered a wine and that they carry a Farm Winery Permit. The benefits from perusing this would be receiving money from big cider producers.

Operating Budget: Dr. Marshall Martin reviewed the operating budget allocations for February 2018.

Wine Grape Team:

Dr. Christian Butzke presented the enology report.

The INDY International wine competition will be held on June 6-7, 2018. The deadline to enter is May 15, 2018. The entries were down a little last year due to the date change and he expects them to come back up this year. It was only a partial year between competitions last year and this year it will have been a full year. They are expecting 2000 entries this year. They will have about 50 judges and 50 pit cru and 30 Judge-in-Training spots. There are still spots open for the Judge-in-Training positions.

Purdue Conferences is the provider that takes care of entrance fee for a 10% take of the revenue. The budget is tight, and it is becoming harder to remain in the positive with this event. The Council discussed ways to improve the revenue. It was suggested to raise entry fees, and to look at other services for credit cards. If the competition stays at Purdue they are required to use this service. Dr. Marshall Martin will talk to conferences and see what he could come up with on a rate for the Purdue Wine Grape Council events.

Purdue will offer a Commercial Grape and Wine Production class in Fall 2019. The enology lectures for FS 506 are available to members of the Indiana wine industry in recorded form, allowing any winemaker to access the narrated slide presentations on their computer or phone.

- White vs Red Winemaking Techniques
- Sparkling Wine Making & Dessert Wines
- Winery Quality Control Basics
- Wood and Wine & Corks and Closures

Christian will be looking for an Indiana winery to speak at the Wine Appreciation class at Purdue in the Fall.

Dr. Butkze will be teaching a Commercial Food and Beverage Fermentations class in Spring 2018. Members of the Indiana wine industry are invited to sit in on this exciting class to learn not just about wine, but also the making of craft beer, cider, brandy, sauerkraut, cured meats, cheeses, soy sauce, sake, kimchi, kombucha, and balsamic vinegar. The class will feature guest speakers from some of Indiana's top producers, such as People's Brewing Company, Smoking Goose, Circle City Kombucha, and Fermenti Artisan.

Dr. Bruce Bordelon presented his Viticulture report:

Dr. Bruce Bordelon has finished the 26th update of the Midwest Spray Guide. It will be his last time working on this project. Over 2500 copies were produced and 50,000 downloads were utilized. Dr. Bordelon reported that he has had several conversations with potential growers. They all want a personal conference with him. He has created a list of questions he presents them with and then asks them to get back with him when they have those answers to help him better advise them.

Dr. Bordelon has also been working with Drift Watch trying to organize "Know your neighbor meetings" trying to bridge the gap between farmers, co-ops, and specialty crop growers. He also sits on the Indiana Pesticide Review Board, including participating on the Dicamba issue committee, and Pollinator Protection Plan.

Dr. Bordelon has evaluation research trials at SWPAC and TPAC/Meigs, including looking at cold hardiness, disease resistance, ripening date, and wine quality potential. He is also co-teaching Field Production of Horticultural Crops. Finally, he has acquired a drone for the department. He is studying to take his remote flight test.

Katie Barnett presented the Marketing Report:

The marketing campaign will start May 7, 2018 for the Economic Impact Study results. A press release will go out, along with a social media release and TV and radio ads. She will be calling a few industry members to go on TV appearances with her. She will be releasing her new marketing tag line **Explore**

Indiana Wines. The website will be live mid-late summer, new brochures will be sent out in early June, and a printable map will be available online. This is all released with the goal to educate customers about the Indiana Wine Grape Industry. She will update the three power point presentations to reflect the PWGT and the new tag line explore Indiana Wines.

A new Indiana wines list was distributed to the Council. There are 96 wineries open, 8 pending on the list, 3 closed and 4 ciders only. Indiana Wines was the largest group at winter Indiana Hort Congress. They hope to have a larger room for us next year. The PWGT plans to add a few cider making classes and add break times to create more foot traffic in the tradeshow for next year. Hort Congress will be held February 12-14, 2019.

A Spring workshop will be at Byler Lane Winery in Auburn. Katie will be doing a presentation on Big Data, Jill and Christian on Gold Medal Wines, and Bruce on vineyard management with winter damage.

Vintage Indiana will be June 2, 2018 at Military Park in Indianapolis. All the new marketing has been completed (with the exception of the website which should be live by early May). Currently, she has 24 wineries, 13 food trucks, 8 artisan vendors and 9 tourism vendors.

Katie Barnett has applied for June to be wine and grape month. Mark Easley suggested cooperating with wholesalers and stores to make displays with wraps and flags to really highlight our industry.

IWVA Report by Shane Christ:

Currently there are no political battles. IWVA is trying to be proactive instead of reactive. Summer meeting plans are in progress for July 18 and 19, 2018. They are looking for ideas for the entertainment during the banquet. It was suggested to do some awards (i.e., wine shop of the year, winemaker of the year, winery of the year, retailer of the year). They are still working on forming a growers group.

Break for Lunch

The meeting was called back to order by President Kim Doty.

OLD BUSINESS

Gary Humphrey made a motion to set up a committee to work towards declaring approximately four growing regions with a map, names of regions and what grapes would grow well in which regions. Austin Ferguson seconded the motion. It was voted and passed to create a committee. This will establish names if they ever want to declare AVA. Gary Humphrey, Austin Ferguson, Jim Butler, Dr. Bruce Bordelon and Katie Barnett volunteered to serve on the committee.

New Business

Elections: Nominations:

President: Gary Humphrey was nominated. Kim Doty opened the floor for any additional nominations. No additional nominations were made. Austin Ferguson moved to close the nominations and Jim Butler seconded the motion. Voting was by a show of hands. Gary Humphrey was elected as President.

V.P. Wilbur Best was nominated for Vice President. Jim Butler nominated Deb Miller and Dave Schrodt seconded the nomination. Deb Miller will elected as Vice-President.

Secretary: Jennifer Lutter was nominated and the floor was open for additional nominations. Austin made a motion to close nominations, Mark Easley seconded the motion. Voting was by a show of hands. Jennifer Lutter will continue as secretary.

Dr. Marshall Martin asked for reports from wineries on four questions distributed to Council members prior to the meeting. It was reported back that it was very hard to get the wineries to respond. Several of the members reported interest from people who are potential growers. Regarding the wineries that closed, Jim Butler asked why? Katie reported that Hedge Grove closed after a tornado came through and they never got back off the ground, Ripple Ridge was because of retirement, and she wasn't sure why Little Creek closed.

The next meeting will be held in November. Country Heritage volunteered their location. Meredith Cobb will conduct a survey to determine date.

Jim Butler moved to adjourn the meeting and Dave Schrodts second it.

Meeting adjourned

Submitted By Jennifer Lutter