

Oct 6, 2019 OWPA Conference Call Notes 9:30 am

Present on call: Joe Juniper, Walter Borda, Donna Roberts, Andrew Codispoti, Eric Cotton, Donniella Winchell

Absent: Dan Mastropietro, Dustin Heineman, Mary Tabeau, Anita Davis, Ed Trebets, Maura Meranda, Mark Zdobinski,

Minutes from Sept 9, 2019 - OK to forward to face to face meeting

Financials -- will carry to face to face meeting;

Director Winchell provided following annotations for financials from page one

- Meals and entertainment – entire staff and volunteers for all events on the road plus face to face board meetings
- Utilities and garbage – includes all the utilities OWPA pays for Vintage Ohio
- Office equipment – includes replacement of Donnie and Debbie's 8-year-old computers; Donnie's being cleaned for the intern currently using very slow laptop – plus one held back for future

P & L by class – non-events

- Legislative – will be used for WineAmerica; any professional consulting – done to protect members' IRS status

P & L by class – trails

- Cork board – many still out
- Tannenbaum – reflects purchases for this year before tickets are sold – goal will be \$30,000 or better net

P & L by class -events – both will be carefully managed this year. Much larger nets are anticipated.

- License to Steal – Profit of c.\$6 for LTS in NY - losses came from Ohio – goal for LTS PA is \$12,000 net. Riedel Experience will be of no charge to us if we recruit 100 attendees
- Preview Day – in prior years, OWPA came under OGIC umbrella without OWPA paying room fees plus food expense was higher; not enough charged for registration but will increase for future. There were 8 new future members that joined from the preview day which mitigated some of the losses.

Old Business

- a. ORV brochure – 20,000 have now been printed
- b. Vines and Wines brochures now in process; Shores and Islands next
- c. 2019 Scenic By-Way Awards Lodge at Geneva – Nov 8th
- d. Port Clinton – Autumn wine affair – struggle – c. 125 sold total - numerous attempts made by office to sell more tickets without success
- e. KSUA class in process – all members 4 current, 2 future – spring: Advanced tasting room management - going well per Director Winchell
- f. Good night bag – hope for a spring release

Staffing

New brochures – remote salesperson – left – looking for help

- Intern – Karina Ornelas -working 4 days, 12 hours - focusing on constant contact, website
- Part time marketing associate – Erin Cicero working 4 days – 20 hours; focus on:
 1. Winter dinner at Farmpark
 2. Podcast in process
 3. Sense of place project
- Marla Stanley (bookkeeper) – wants more projects; recreating Tastemaster program; will work on the Medical Friends of Wine project.
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WineAmerica Conference – Nov 13-15 Finger Lakes; Director Winchell shared board members are welcome to attend.

Arkansas Trip – Director Winchell will attend Oct 31-Nov 2 (taking vacation days to attend)

Youngstown Winter Wine Affair Jan 18 – Jen working on

Ice Wine event – Jan 24 Farmpark with ice wine pouring; Farmpark is pulling the permit

Regional Meeting Christy will speak on food service and inspections.

Oct 21 Brandeberry, Enon; **Oct 22** Hocking Hills, Logan; **Nov 4** Via Vecchia, Columbus; **Nov 25** Breitenbach, Dover; **Dec 2** The Winerie, Sandusky, **Dec 9** Cask 307, Madison

Lancaster LTS – Winchell shared this will be a good event and encouraged board members to attend.

Ohio LTS – Director Winchell working details with Christy

Board leadership division of responsibilities & Membership Drive – hand out; Director will talk with each board member

Legislative effort – too late for this year for F2

Capital City representation on board – will discuss at face to face meeting in December

October conference call – Oct 7th; time to be confirmed

Respectfully submitted,

Donna Roberts

Ohio Wine Producers Board Secretary