

# Ohio Wine Producers Board Meeting

Zoom Meeting June 27<sup>th</sup>, 10 AM

Board Members Present: Mark Zdobinski (*Olde Schoolhouse Vineyard & Winery*), Joe Juniper (*Vermilion Valley Vineyards*), Anita Davis (*Breitenbach Wine Cellars*), Andrew Codispoti (*Gervasi Vineyard*), Eric Cotton (*Silver Crest Cellars*), Brad Indoe (*Gideon Owen Wine Co.*), Dustin Heineman (*Heineman Winery*)

Absent: Charles Edwards (*Caesar Creek Vineyards*), Ed Trebets (*Urban Vintner*), Joe Glista (*The Vineyards of Pine Lake*)

Staff: Donniella Winchell (*Executive Director OWPA*), Laken Mohamed-Dowd (*Office Assistant OWPA*)

President Joe Juniper called the meeting to order at 10:03 AM

Minutes from April 10th, 2023- Approved as presented; [Davis/Codispoti; unanimous]

## Financials-

- The net income is \$41,000
- Trail, Festival, and Event income are attached
- Financials were approved as presented; [Zdobinski/Davis; unanimous]

## Old Business

- The \$1,200 OGIC Mini-Trail Grant was rejected because there weren't letters of support from the participating wineries
- Christy Eckstein has new titles with the OGIC, she recently applied for a job at Ohio State
- There have been some Issues with Wine Ambassadors regarding wine knowledge or some in appropriate posts they don't know anything about wine, don't post enough, or make inappropriate winery posts
- Workforce Development Auburn Pilot money did not go through
  - Auburn Career Center received money through a different grant so the program will happen
- An Industry Survey will go out to the wineries after vintage, please fill out and return it
- Joe Juniper and Mark Zdobinski agree that a Winery Co-op would be a great service to offer
- The Vintage Ohio Lawsuit settled at \$2,800
- There is \$1,800 in the Scholarship fund with plans to raise funds at the upcoming festivals
  - Renewing \$500 to current scholarship recipients who are still in the program and maintain a 2.5 GPA
- There are currently has 10 mini-trails around the state spread throughout the year
- New trail booklets are going well and getting nice compliments. We are working on getting the Vines & Wines and Canal Country books completed.
- Currently we have 8 New Future Wineries that have received videos to help them through their winery journey
- Isle St. George is continuing to be an issue yet unresolved
- Legislative Mailing included 18 wineries for June Ohio Wine month to the Ohio and Federal elected officials
  - OWPA is the last to send theirs out on Wednesday, June 28th
- Ohio Discovery Dinner
  - Next one will be at Breitenbach Winery with an August 24 tentative date
  - Hocking Hills wants to host a Discovery Dinner in the future- possibly fall

- Social Media
  - Since January our Facebook numbers are over 200,000 people reached
  - Will be trying Reels (Like Tik-Tok for Facebook/Instagram) in the coming weeks
- Valley Vineyards is up and running again after taking the business back
- Recycled glass note of interest: After the collapse of the Philadelphia Bridge, they announced that they will be using crushed glass as a base for the reconstruction

### New Business

- Vintage Ohio Update
  - The Vintage Ohio Festival needs to be reviewed and reinvented
    - To do at the Fall Retreat
  - Currently there are 13 (possibly 14) wineries attending VO
  - *It was proposed to think about reducing VO to one day in August*
- ODNR is hosting a legislative event on Middle Bass on August 19<sup>th</sup>, 2023
  - \$75 per person and expecting 200 people
  - Joe Glista and Joe Juniper will be supplying wine (1 ½ cases from each winery)
  - Brad Indoe expressed interest in supplying wine glasses
  - OWPA wants to make a donation of \$1,000 to the project
    - A motion was made to approve the \$1,000 donation [Zdobinski/Cotton; unanimous]
- Lodge car show is set for Saturday, October 14<sup>th</sup>
  - They are asking for wineries that are not from the area to participate
    - Hocking Hills
    - Vermillion Valley Vineyards
    - Maybe Gideon Owens Wine Co.
  - Chrissy is working on V.I.N.O Wine Festival in Bowling Green on October 21<sup>st</sup>
    - Is set to take place during Bowling Green State University's Parents Weekend
    - The festival will be a part of the Parent's Weekend official program
- A Riedel Dinner was proposed to take place this fall at Spire Institute in Geneva, Ohio
- Karen Thorton at TTB reported that the Conneaut AVA and is very close to being finished
  - Lake Erie Islands AVA is in the discussion stages
  - Imed Dami and Robin Coolidge are taking the lead to get an AVA in Central Ohio
- Winter Wine Affair has been moved to Boardman from Stambaugh and is in a more upscale building
- An offer for the Association to purchase Wine Buzz Magazine
  - The attending board members agreed that we should set up a meeting to talk terms
  - A committee was formed to take this on
  - The members include Anita Davis, Joe Juniper, and Eric Cotton
- Wine America
  - The main points talked about an Acreage Survey, Agricultural Appropriation Bill, Ingredient Labeling, and how wine is being considered a class 1 carcinogen
  - Fall meeting in Traverse City on November 13<sup>th</sup> and 14<sup>th</sup>
    - Donnie will not be attending
    - Joe Juniper, Anita Davis, and Eric Cotton are planning on attending
  - Roger Brooks came up to the area for a week to give some insight into regional marketing
    - His classes were to help implement a good marketing plan and maintain it

- A formal discussion on Franchise Law needs to be had throughout the board
  - If the law were broken in Ohio, it would benefit small wineries
  - Maybe discuss more on a “Tuesday Tidbit”
- The Fall Retreat date has been picked
  - When: December 5<sup>th</sup>, 2023, at 10 AM
  - Where: The Lodge at Geneva-on-the-Lake
  - Topics to be discussed:
    - Succession Planning
    - Co-op Purchasing
    - Redux of Vintage Ohio Festival
    - Lobbyists/ Legislative
    - Roger Brooks Implementation

With no further business, the meeting was called to end at 12:11pm by Joe Juniper

A motion was made to close the meeting [Davis/Eric; unanimous]

Respectfully submitted, Laken Mohamed-Dowd – OWPA Office Assistant