Ohio Wine Producers Annual Meeting Minutes

Embassy Suites; Dublin, OH 2/19/2018

Board Members Present: Dan Mastropietro, Mastropietro Vineyards, Ed Trebets T & T Winery, Lee Klingshirn, KlingshirnWinery, MauraMeranda, Meranda Nixon Vineyards, Donna Roberts, Terra Cotta Vineyards, Joe Juniper, Vermillion Valley Vineyards, Mary Tabeau, Chateau Tabeau, Andy Codispoti, Gervasi Vineyards, Karen Fagnilli, Lakehouse Inn and Winery

Board Members Absent: Dustin Heineman, Heineman Winery, Walter Borda, Caesar Creek Vineyards

Ohio Wine Producers Staff: Executive Director Donniella Winchell & Ruth Kajula

President Lee Klingshirn called the meeting to order at 5:00 pm and asked the board members and OWPA staff to introduce themselves.

Director Winchell explained information in the packets to the members. In the packet: Organizational chart, By laws, Year in Review.

**Minutes**

The minutes were approved as presented. [Maura Meranda/Ed Trebets; unanimous].

**Financials**

Executive Director Winchell presented the financials that were approved as presented. [Dan Mastropietro/Andy Codispoti; unanimous}.

**Election of Board Members**

Eligible for re-election to the board: Dustin Heineman, Maura Meranda& Walter Borda.

Maura Meranda nominated Mark Zdobinski, Olde School House Winery who graciously accepted the nomination.

President Klingshirn asked if for a motion to accept the election by acclamation. Judy Robinson moved to accept, seconded by Dorothy Martin; unanimous.

The full 2018 Ohio Wine Producers board:

Lee Klingshirn, Ed Trebets, Maura Meranda, Joe Juniper, Mary Tabeau, Walter Borda, Andy Codispoti, Dan Mastropietro, Donna Roberts, Karen Fagnilli, MarkZdobinski, and Dustin Heineman

**Executive Director Report**

Director Winchell asked members to take trail brochures with them to put in their wineries before leaving the meeting.

**Trails**: Each member winery has a half page at no cost. Advertising and the profits from the trail activities funds each version. The VINO trail is clearly marked but incorporated within the Lake Erie Shores and Islands to remain consistent with OGOC’s formatting. At least 25,000 of each will be printed as needed, more as trail and advertising revenues allow. Added trail events:

Canal and Appalachian: Uncork Christmas; Capital: Stuff the Stocking; Shores and Islands: Deck the Wreath and Chocolate; Ohio River Valley to focus on Vintage South to build critical mass; Vines and Wines: Tannenbaum was weak also Chocolate and Wine N Bloom

**Farm Market Legislation** – Director Winchell suggested wineries interested in pouring at Farm Markets, find an established market. The market must be registered with the Department of Agriculture; Winchell stated to contact her if members had problems finding a registered market.

**Ohio Legislative Update**

* HB 444 – NO free winetasting’s at wineries [ A-2, A3f, and A1A]; huge savings to wineries
* Re definition of a case protected – second huge savings –
* June Wine Month legislative mailing – new governor – using OGIC and WineAmerica economic impact studies – need membership support.
* Most IMPORTANT OWPA accomplishment since 1981 creation of the OGIV and Ohio tax credit (32 cents down to 2 cents) and the 1990 Federal Small Producer exemption ($1.07 down to $.17). Credit 10 cents up to 30,000 gallons; holding at 17 cents through 130,000 gallons; 58.5 cents through 750,000 gallons
  + Definition for table wine now 16% vs 14%
  + Some breaks for cider

**Industry services and programs**

* Making Scents – program OWPA takes to wineries
* Secret shopper – program with Kent State
* Gift baskets – provided to wineries to give to Motorcoach groups
* Web calendar postings
* Tuesday Tidbits
* Staff training
* CC Alerts
* Preview Days
* Regional meetings

**Regional festivals**

* Youngstown
* Port Clinton
* SE Ohio
* Vintage Ohio South

**Vintage Ohio** – refreshed with a multi-year plan: 2018 steps: 2 preview dinners; Food pairings with food trucks; “soft” family focus

License to Steal – Marketers need to be there; Lancaster Pa March 7 – 8;

GervasiVineyards, North Canton, OH – April 16

**Social Media – major focus**

* Ruth coordinates FB and monthly consumer newsletter
  + Monthly Constant Contact 3 letter to c. 38,000
  + Hired outside vendor to manager Twitter, Instagram and expand FB to millennials and Gen X ers
* Pictograph postings and member availability
* Experiment with outside vendor for Instagram and Twitter
* Launching “influencer” program

**National Associations**

Outside “validation”

* WineAmerica in February and October
* SAARC chair
* Pouring at Unified – and tremendous networking
* Speaking at national conferences
* LTS and sponsoring opening reception at Eastern Wine EXPO
* LTS in Syracuse (2017), Lancaster (2018)
* Invited to speak at Wine Summit for BevExpo
* On National Wine Tourism Conference Board
* June 24, 2018: Joint Sonoma Wine Road event at Rock and Roll Hall of Fame; 10-12 wineries with Ohio grown Vinifera wines and must be available for sale. Contact Director Winchell if interested before May OQW judging.

**Member benefits and discounts coming in 2018**

* Shipping: Yellow Freight
* Wine glasses – negotiating with 2 companies
* Legal services – Marc Myers 20-25%
* Wine bottles: Glopak – negotiating second vendor
* Motorcoach baskets
* UPS shippers – negotiating
* Any other ideas are welcomed

**Business from the floor**

Question was asked of progress for B & B’s to provide bottle of wine in room for guests. Director Winchell stated may be legislation coming in spring to address; more of a Hotel and Lodging issue.

Question asked about Paws on Patio to allow dogs to be at wineries. To date nothing changed to allow.

Without no further business from the floor the meeting was adjourned – [Trebets/Klingshirn; unanimous]to the Annual dinner at 6:00 pm.

Respectfully submitted,

Donna Roberts

OWPA Board Secretary

2018 Attendance OWPA Annual Meeting Dublin Ohio – as taken from sign in sheet

Maura Meranda, Meranda-Nixon Winery

Dan Mastropietro, Mastropietro Winery

Donna & Paul Roberts, Terra Cotta Vineyards

Ed Trebets, T & T Winery

Joe Juniper, Vermillion Valley Vineyards

Lisa Locklear, Filia Cellars

Mary Tebeau, Chateau Tebeau Winery

Bob Mann, Newman Creek Cellars

Fred & Judy Robinson, Cherry Road Winery

Samuel& KarenFagnilli, The Lakehouse Inn & Winery

Eric Cotton, Silver Crest Cellars

Dorothy & John Martin, Vines on Hillside

Bob Wilhelm, Laurello Vineyards

Mark & Angela Zdobunski, Old Schoolhouse Vineyard & Winery

Janine Aquino, Camelot Cellars Winery

Dave Crosby, Plum Run Winery

Jodi Burroughs, Plum Run Winery

Patrick McGrath, Manchester Hill Winery + 2

Julie Nofziger, Knotty Vines

Bill Delgado, Blind Squirrel

Ron Mohr, Saxony Sky Vineyards, LLC

Ed Jaeger, Five Roots Vineyard

Andy Codispoti, Gervasi Vineyards

Joe Glista, The Vineyards at Pine Lake

Tony Kosicek, Kosicek Vineyards

Dan & Judy Garver, Baltic Mill Winery

Dave Coons, The Winery at Versailles

2018 Annual Meeting Attendees as taken from the sign in sheet continued – Embassy Suites, Dublin OH

Adam Cawrse, Paper Moon Vineyards

Matt & Sara Layton, Indian Spring Winery

Jim Sciaulino, Sharon James Cellars

Martin D Susec, Susec Chalet and Winery