

**Outer Coastal Plain Vineyard Association**  
**Minutes of First Quarter 2016 meeting – 2-8-16 (Annual Meeting)**

The meeting was held at Bellview Winery and called to order at 6 PM by Jim Quarella. The minutes of the previous meeting were approved and the treasurer's report given by Dave Davis. The Association has approximately \$24,000 as an adjusted balance in its account which takes into account funds expected from grant proceeds.

Anita Nicolo from SMS addressed the Association on several topics:

A PayPal account has been set up for the Association on the website which will enable members to pay dues online. Anita explained how the process will work. The site is currently live and members may use it.

Anita also explained the procedure for signing up for and using the Members Forum on the website. Members should apply online and once verification of their dues payment has been obtained, they will receive appropriate credentials by email to access the Forum.

Anita also described the supplier advertising which the Association is hoping to offer and distributed flyers for members to hand out to suppliers for that purpose. Suppliers will be able to advertise on the website on a yearly basis.

There was also discussion regarding the Association's new "Friend" membership which will allow friends of the association certain special advantages for a yearly fee of \$25. Several ideas were discussed on what could be offered to such members including discounts and/or quarterly mailings with special information from member wineries.

Dustin Tarpine addressed the membership with the ongoing results of his grant survey. He has received approximately 150 responses so far, both online and from in person responses at wineries. Dustin gave a brief overview of the breakdown of the responses according to age groups and area of residence. Approximately 83% of responses came from NJ residents with the largest age group responding being in the 51+ group.

Board Elections were held for 3 terms up for vacancy. Jim Quarella and Dave Davis were reelected to terms on the Board for terms that will expire in 2019. Also Jack Tomasello was elected to replace Kevin Martin. This term will also expire in 2019.

The By-law amendments which had been proposed were adopted on receipt of positive responses from 2/3rds of the full members. The revised by-laws will be posted on the website.

Dan Ward addressed the members on the development of several issues. There will be a beginning grape growers workshop on Feb 9 in Atlantic City. Also there will be a pruning workshop at RAREC on February 9 at 1PM. There are also plans for a blending workshop in late April. Dan also explained the current process for the hiring of a new weed scientist at Rutgers and described the qualifications of the two current candidates.

A discussion of the SWOT analysis procedure was led by Paul Tonacci. Paul will head a committee of members to sort through the comments made by several members and will begin the process of paring down and discussing the suggestions. The committee consists of Paul, Mark Hernandez, Dustin Tarpine, Scott Quarella and Lou Harvey.

The next meeting of the Association (2<sup>nd</sup> quarter) will be held on Monday May 9, 2016 at 6PM at RAREC.