

OUTER COASTAL PLAIN VINEYARD ASSOCIATION

Minutes of 2nd quarter meeting – May 4, 2017

The meeting was called to order at 6PM by President Jim Quarella at Bellview Winery.

No treasurer's report was given due to the unavailability of Treasurer Dave Davis who said he would supply a full report by email later.

Jim Quarella asked for reports on the standing committee which were given as follows:

Italian Varieties Committee. Larry Coia reported on the status of the Italian varieties and detailed the process that the association has under way to have the vines propagated by Double A Vineyards in Fredonia, NY. It is hoped that the vines will be distributed after they are propagated so that members (and others) will have access to these new varieties which are highly touted. Larry, Jim and Orley Ashenfelter will be attending a conference in early June in the Trentino-Alto Adige region of Italy where the vines were originally crossed by the Foundation Edmund Mach and Dr. Marco Stefanini. There will be a formal agreement negotiated with the Foundation which hopefully will give the association exclusive rights to sell the vines in the US and perhaps provide a source of income as a result. Larry also mentioned that he will be applying for a grant to maintain the vines at Rutgers.

Coeur d'Est Committee. Jim reported that there are 5 of the participating wineries producing Coeur d'Est this year. The effort is ongoing to use Coeur d'Est to promote the uniqueness of the Outer Coastal Plain. There was a discussion on how the membership could promote the region and the wine blend to better explain to the public what we are and the nature of our wines. A suggestion was made to have a card hand out for wineries to distribute in their tasting rooms.

Varieties Committee. Bill Heritage and Todd Wuerker discussed the start up of this committee and explained it will be geared to determining suitable varieties and clones which can be grown successfully in the OCP, with a concentration on vinifera varieties.

Membership Committee. Dante Romanini addressed the membership committee which has been relatively dormant. Its purpose is to expand membership and offer information on the benefits of joining the association. There was also a discussion on how the website could be improved to help with those goals. Melissa Volin agreed to become involved and help with that effort. There was also a discussion of trying to use text messages to communicate with members. All members are being asked to provide their cell phone numbers for that purpose.

All members are also encouraged to join a committee.

Devon Perry, the executive director of Visit South Jersey explained her organization's role in promoting the OCP and the association and its members. VSJ is hoping to partner with the OCPVA for that purpose. A letter of support from the association will be sent to support VSJ's application for a grant from the Division of Travel and Tourism.

The NJ Wine Advisor Council is seeking nominations for appointment to the Council. The association will send a letter nominating Larry Sharrott III, Bill Heritage and Larry Coia as nominees.

The meeting ended with a discussion led by Dan Ward regarding grape growing issues.