

Outer Coastal Plain Vineyard Association
Minutes of 2018 3rd Quarter meeting – 8-2-18

The meeting was held at Bellview Winery and called to order at approximately 6 PM by Jim Quarella. The minutes of the previous meeting were approved. The treasurer's report was not given since the board treasurer was not available.

Report on Marketing. Anita Nicolo and Melissa Volin reported on activity at that the Board has been engaged in regarding the revisions to the website. Anita indicated that our website consistently gets about 250 visits per month. The website will be revised to make it more user friendly on hand held devices and to update information contained in it. A blog will also be created and industry news will be more available. It is anticipated that there will be blog entries about twice a month. Anita asked members to contribute content for the blog. The brochure which the association uses will be updated as well. Anita also mentioned that there will be a "local" products dinner at Merighi's Savoy Inn on September 13 that will feature OCP wines. Members will be notified of this

Italian Varieties Committee. Larry Coia reported that the Association has heard back from Italy (Foundation Edmund Mach) on the licensing of the Italian varieties we have imported. FEM has agreed to allow OCPVA to be the exclusive distributor of the vines throughout the US. FEM has been made aware of the fact that their original proposal for the number of vines to be sold each year was far too aggressive. As a result they have asked the Association for a proposal which we believe will be achievable. Larry Coia and Jim Quarella will discuss this with Double A Vineyards and then based on information received a proposal will be prepared.

Larry indicated that we expect that there will be approximately 800 vines available in 2019 for distribution. Currently there are 267 of the Italian vines in the ground in members' vineyards.

Lastly, Larry reported the book he has been writing regarding New Jersey grape growing and the varieties suitable to grow in New Jersey will be finished and out soon.

By-Laws Change. Jim Quarella reported that the Board has discussed trying to encourage more participation of younger members on Association and Board business. One suggestion made was to amend the by-laws to allow smaller growers to sit on the board with the idea that this would infuse the board and the association with fresh ideas and new energy. The Board will undertake a review of this and report back to the Association with its recommendations in time for the next Board elections in February of 2019.

Other Business:

There was a full discussion about the current growing season and some of the techniques and procedures used by growers including leaf pulling. Scott Quarella also reported on the logo being developed for wineries and vineyards as part of the Jersey Fresh program and distributed some samples. The meeting ended at 7:30pm.

The next meeting of the Association (4th quarter 2018) will be held on Thursday November 1, 2018 at 6PM.