

Outer Coastal Plain Vineyard Association
Minutes of Third Quarter 2017 meeting – 8-3 -17

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.

Treasurer's Report. The treasurer's report given by Dave Davis. The Association has approximately \$29,309 as an adjusted balance in its account. A portion of that is in general funds and the balance is restricted by grant requirements. Dave reported that dues are essentially flat with 44 full members and 10 associate members. The association is waiting for money from the pest survey grant which was conducted.

President's Report. Jim Quarella reported that new members of the NJ Wine Advisory Council are Bill Heritage, Larry Coia and Larry Sharrott III. The Council distributes grants from the funds collected on winery taxes. Jim also reported that the Association now has liability insurance in place for general liability and director's liability. Jim asked the membership to consider joining the Membership Committee which needs members. This committee's responsibility has been expanded to include revising the website and the method of communication with members. It will also attempt to address the needs of members for information on various subjects.

Coeur d'Est Committee. The Coeur d'Est Committee is considering ways to better promote the blend. Anita Nicolo of SMS has prepared a survey which will be sent to members that will attempt to identify who is producing Coeur d'Est and the experiences related to its production and sale and also who is not producing it and the reasons why not. Visit South Jersey has been pouring it at their promotional events with good results. The members also discussed producing an information card on Coeur d'Est and the OCP that could be handed out at member wineries' tasting rooms.

Membership Committee. There was a discussion on how to more effectively share information with members and it was suggested that possibly a Facebook group for members could be established. The committee might be used as a vehicle to distribute marketing materials to members and be a conduit of other types of information. The website will also be reviewed to revise its content to make it more relevant to members. The committee will look into these ideas and report back.

Italian Varieties Committee. Larry Coia gave the association members an update on the status of the Italian varieties that the association has imported and the trip he and Jim took to the Alto-Adige region of Italy to meet with Foundation Edmund Mach (FEM) and Dr. Marco Stefanini. The varieties consist of 2 reds and 1 white which have successfully passed through 3-4 years of quarantine at Foundation Plant Services. The varieties are now being grown at RAREC and cuttings have been taken and forwarded to Double A Nursery in Fredonia NY. The association has entered into a memorandum of understanding with Double A under which they will propagate these varieties for commercial distribution. Currently the OCPVA is the only entity authorized by the producer of these to distribute these vines in the US. Larry and Jim began negotiations of a formal agreement with the Italians to have the exclusive rights in the US. The association has forwarded a proposal to FEM and is awaiting a reply. If this is accomplished it will provide the association members with unique access to these vines and could be a potential source of income for the association. The vines are currently unnamed but have received excellent reviews in Italy for their viticultural characteristics and the quality of their wine. Larry has also prepared a grant proposal to propagate and distribute the vines.

Varieties Committee. There was an extensive discussion by the members of the Varieties Committee who distributed a proposed “charter” which they prepared that outlines their goals. Todd Wuerker and Dave Davis discussed what the focus of the committee should be and got feedback from the members at the meeting. There was also some discussion on a survey to members that would be used as a means of determining what is being now grown and the experiences of growers related to those varieties. The committee will determine how they are going to proceed and report back at the next meeting.

Dan Ward and Hemant Gohil reported to the membership on a variety of things. The Atlantic Seaboard Wine Association will conduct a tasting and discussion of eastern wines at RAREC on August 15th. Dan also asked members to respond to the survey he sent out some time ago. Hemant reported that a new extension agent has been hired by Rutgers for North Jersey which means he will be more focused on South Jersey where his responsibilities include fruit and wine grapes. He mentioned the “Grape Boot Camp’ that will be conducted at RAREC which is primarily geared for new growers. He also reported on a variety of other projects he and Dan are working on including studies they have done on the use of ABA and GA3 as a growth regulator in wine grapes.

The meeting ended with an engaging discussion by members in attendance on a number of grape growing issues.

The next meeting of the Association (4th quarter) will be held on Thursday November 2, 2017 at 6PM. The location will be announced in the future.