

OUTER COASTAL PLAIN VINEYARD ASSOCIATION
Quarterly Meeting Minutes - 5-11-23

The quarterly meeting of the OCPVA was held at Auburn Road Vineyards on Thursday, May 11, 2023, at 7:30pmPM. Board Chairperson Joe Procopio called the meeting to order, and the minutes of the February meeting were approved and accepted.

Treasurer's report

Kelly informed the members that the bank account has a balance of \$52,239.27 and \$4550 in membership dues had been collected to date.

Liability Insurance Renewal

Discussed renewal with US Liability Insurance Company at a cost of \$1267 for the year. Mark motioned to accept the renewal and Jules 2nd the motion. All in favor.

Coeur d'Est

Joe suggested developing a form that all wineries with signed contracts will complete for compliance purposes. There was a discussion about having each winery complete and sign a form certifying they have satisfied the requirements of the contract. This form will be submitted to OCPVA for tracking and follow up purposes. Optional information for statistical reasons may be added to the form (i.e., # of cases, pricing) Don will create the form.

San Marco

Mark informed the group everyone received their vines. Double A started with 4500 vine and has approximately 860 vines left to sell. Larry went over the list of who was supposed to have received vines. Larry sent out a request to Sue Rak at Double A to find out who purchased but has not heard back.

Also, waiting for a response from Foundation Plant Services (virus free material) have not heard back, Dan will try to connect with them.

Approximately, 20,000 buds were put together to sell 10,000 vines. Larry suggested we discuss how Double A is advertising.

Don mentioned that a person in Michigan reached out to us wanting to buy Trentina, Larry gave a talk on San Marco at the Eastern Wine Expo, so the word is getting out.

Discussed Double A royalties for 2022, Jim will reach out to them to get an update.

SCBG Grant Update

Dan informed us we may change the venue to a non-Rutgers facility. We will reach out to possibly hold one of the meetings at a Hunterdon County Winery. (Possibly Beneduce) Larry suggested we collaborate with GSWGGA Fine Wine Caucus. A meeting will be scheduled to discuss the planning of the two events.

OCPVA has until September 2024 to hold the two seminars approved by this grant.

Colorado Winery - Coeur d'Est

The CEO of the largest winery in Colorado reached out to us about Coeur d'Est. They heard about us from a Zoom meeting Jim was on with them recently. They have vineyards in Colorado and Washington. Very interested in the Coeur d'Est program, how we came up with it, monitor (quality assessment) and enforce it. Kevin is interested in starting a program in Colorado modeled after ours to coincide with Colorado's 150 Anniversary. Very interested in how we enforce it and would like to see a copy of our agreement.

The group had a lengthy discussion about assessing quality.

Don will follow up with him.

Joel Viereck-President of the Vegetables Growers Association of NJ

Spoke with the group to request participation in the ACNJ Agricultural Trade Show and get ideas and suggestions on how to get our industry more exposure at the event. He spoke with Devon GSWGGA about marketing and ideas to support this. They are looking to move the convention date to January to draw in more attendance and buzz. Would like to showcase NJ wines at the convention such as possibly a cocktail party at the Convention and State Agricultural Dinner which NJ wines are not present.

Please reach out to him with questions or suggestions at joelviereck@gmail.com.

Lakeland Vineyard/CCC Viticulture Certification Program

Kelly informed the group this is a piece of land repurposed to support the expanding wine grower's industry. Dustin informed us he manages that vineyard and the original idea to have additional plots source the grapes to wineries to make the wine and use at ccc events. He is not sure what the current plan is but will let us know if he hears anything.

Jim and Dan explained the question is whether it is in competition with the industry or plans to help with educating future wine growers/makers.

SJ Magazine

Don was contacted by SJ Magazine and talked about Coeur d'Est and Italian Varieties. The article should be coming out soon.

Weather

The members discussed the weather conditions frost and several consecutive days of rain.

The meeting adjourned at 8:40pm