

OUTER COASTAL PLAIN VINEYARD ASSOCIATION
Quarterly Meeting Minutes – 5-2-24

The quarterly meeting of the OCPVA was held at Autumn Lake Winery on Thursday, May 2nd, at 6pm. Board Chairperson Joe Procopio called the meeting to order, and the minutes of the February 2024 meeting were approved and accepted.

Treasurer's report

Kelly informed the members of the current bank account balances.

Primary Checking: \$2671.75

Money Market Savings: \$41447.58

Total: \$44119.33

2024 Membership Dues Invoices were emailed at the beginning of February and currently we have received \$3150.00 in dues to date.

Coeur d'Est Wine Trail Rack Card

Samples and a small amount were given to all the participating wineries to display. All of the NJ Turnpike, GSPW, AC Expressway, Philadelphia Airport baggage claim and 30th Street Station.

Dante Email—Success!

Dante discussed seeing the article on an international flight. (Larry also saw it on the same airline. The article was circulated to our members and put on the website.

New WIC Grant-\$30000

The new grant committee worked on this grant and will continue to work on new grant opportunities as they become available.

- Dustin explained the part of the grant he is working on which focuses on urban focused areas and younger demographics to partner with wine bars, pop ups and new wine varieties to create interest. \$15000 is earmarked for this part of the grant. Money will be used to target partners, create events, help to subsidize digital marketing and winery collaboration. Research components such as a survey is also in the budget.

Look into Facebook/Instagram Ads

- Larry went over his parts of the grant.
- #1 - \$5000 will be used to continue to support San Marco and Trentino. Purchase 5000 vines for planting. (\$1/vine)

- #2-\$10000 will be used to purchase Smudge Pots to help with frost protection. - Purchase (100) with (10) per vineyard. Select criteria of who is chosen, such as having a weather station, a least an acre of vines exposed to frost, past frost issues, only burn it when there is a frost advisor, willing to pick them up in a central location, agree to do some minor assessments after a frost event. (research component)

Demo Day

Discussed a day periodically to get more engagement for the industry with vendors. Have equipment demonstrations possibly in the spring 2025. Anyone knows vendors in the industry who would be interested let us know. A Demo Day would add value to our members. We will work on putting together a small committee for this event.

GSWGA Wine Tech Roundtable Recap-4/30/24

Everyone in attendance said it was an outstanding event. Very casual and candid event that you can bring issues you want feedback on as well as successes. Looking to get the word out there to all wineries. Very useful, educational event which will be scheduled quarterly.

Mask Fit Test

Fun and useful event! Everyone was individually tested and certified. This is required once a year.

Frank Salek Memorial Educational Event -Sustainability Event

Mark brought up scheduled this event sometime in the late fall of this year. He suggested the topic of Sustainability and find a speaker to discuss and educate on this topic. Mark will speak with Ted who suggested this idea and see if he can find a speaker. A committee will be formed to manage the logistics/details.

Rose` Tasting and Discussion

This meeting's tasting and discussion featured Rose` It was very interesting, and everyone got involved in the conversation. Great information and idea sharing was had as well as fantastic wine to taste!

Thank you to the members who shared their wines and details on the making of their specific Rose` vintage:

Cedar Rose Vineyards - 2023

Autumn Lake Winery - 2023

Auburn Road Vineyard - 2022

The meeting adjourned at 7:35 pm