

**OUTER COASTAL PLAIN VINEYARD ASSOCIATION**  
**Quarterly Meeting Minutes – 8-1-24**

The quarterly meeting of the OCPVA was held at Bellview Winery on Thursday, August 1st, at 6pm. Board Chairperson Joe Procopio called the meeting to order at 6:25pm, and the minutes of the May 2024 meeting were approved and accepted.

**Treasurer's report**

Kelly informed the members of the current bank account balances.

Primary Checking: \$1028.44

Money Market Savings: \$37,587.03

Total: \$38,615.47

2024 Membership Dues Invoices were emailed at the beginning of February and currently we have received \$3900 in dues to date. A reminder to please remit payment via the website or check and reach out Kelly with questions.

**Grant Updates:**

**Coeur d'Est -Wine Trail Rack Card Distribution Update:** (All the NJ Turnpike, GSPW, AC Expressway, Philadelphia Airport baggage claim and 30<sup>th</sup> Street Station.) Kelly spoke w/CMT Distribution, and the circulation of the rack cards is going as expected through the month of July and 10000 have been distributed. Although they are not able to provide data for each individual program, they will let us know if our rack cards are "sitting in stands" and suggestion adjustments. So far so good!

The membership discussed how to track how many hits we have had on our website. Kelly will investigate Google Analytics with our web contractor.

**2024 WIC Grant:**

Dustin explained the part of the grant he is working on which focuses on urban centers (i.e. Hoboken, Jersey City) high value customers in front of great wine. We will partner with wine bars, restaurants and possibly pop ups with wine tastings and/or food and wine pairings to create interest.

Grant funds will be used to target partners, create events, help to subsidize digital marketing and winery collaboration. Research components such as a survey are also in the budget.

Larry discussed his part 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. Spring frost in what they are intended for with a 2-3 degree increase.

- 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)

Larry will reach out to potential vineyards towards the end of the year with parameters. Money will be required up front.

Dan Ward suggested making vineyards aware of the possible permitting process (Dept of Ag.)

Membership Question: Would a vineyard be able to purchase additional smudge pots at full cost? Good question.

### **NE USDA Regional Food Business-Funding Opportunity**

The membership discussed the details of this grant with the pros/cons. Dustin will look into to it a little further to see if it's worth moving forward.

### **Hemant-Frost Survey-Spring, 2024/ Pre-Harvest Water Requirements**

Hermant spoke about survey instruments and there have been approximately 28 responses.

Can Rutgers send out another survey in November?

Pré- Harvest Water requirements discussion was had and Hermant informed drip irrigation is fine and generally the requirements do not apply to vineyards.

### **Coeur d' Masterclass – 3/27/25 The Dionysian Wine Society**

Jim discussed the event and asked that all Coeur d'Est Producers consider participating. Ask Kelly to forward the email to them.

Jim reminded everyone of the Equipment Demo- TED (first straddling autonomous robot dedicated to the vineyards) tomorrow at Bellview Winery.

### **NJ Wine Expo – November 9, 2024, Bell Works, Holmdel, NJ**

Dustin discussed the event and informed the membership there will be approximately 30 wineries, 2 sessions, consumer based. More info to follow.

Dan informed the membership that he received a call from the District 12 assemblyman in NJ looking for ideas to promote the NJ Wine Industry in case we have ideas to suggested.

A few thoughts: Tedd Marr suggested lowering the requirements on farm assessment and Bill Heritage suggested visiting our wineries.

NJ Legislation Discussion about New Jersey requiring a certain amount of grape grown to sell it.

### **Future Speakers – Upcoming Meetings**

We are looking for ideas/suggestions. Bio-Dynamic Farming, and an educational tour were mentioned.

### **GPS In the Vineyard:**

Mark discussed his experiences and how he lost an entire crop of Chardonnay. The GPS was a cheap and low-tech option that has been successful. There are additional uses such as “dropping a color-coded mark in the vineyard” as a reminder to fix things such as irrigation leak or broken post.

### **Pet Nat Tasting and Discussion**

This meeting’s tasting and discussion featured Pet Nat. 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:

Mural Cellars - 2023  
William Heritage Winery - 2023  
Beneduce Vineyards- 2023  
Bellview Winery- 2023

The meeting adjourned at 8:25 pm