

OUTER COASTAL PLAIN VINEYARD ASSOCIATION
Quarterly Meeting Minutes – 12-17-25

The quarterly meeting of the OCPVA was held at Bellview Winery on Wednesday, December 17th at 6pm. Board Chairperson Jim Quarella called the meeting to order at 6:18 pm, and the minutes of the August 2025 meeting were approved and accepted.

Treasurer's report

Kelly informed the members of the current bank account balances:

Primary Checking: \$2874.38
Money Market Savings: \$31901.23
Total: \$34775.61

WIC 2024 Final Update

Kelly summarized the grant parameters and informed the group that the final report has been submitted to WIC. The budget for the grant was \$30000 and the total amount spent was \$30110.62. It was a successful grant in which we partnered with Edible Jersey with advertorials in three issues promoting the OCPVA and NJ wine. Also, the smudge pot portion of the grant provided a group of vineyards with smudge pots at a discounted price. We will continue to monitor the effects they have on frost protection.

2026 Grant Ideas:

We are looking into grants for this year through Specialty Crop Block Grants, Wine Industry Council and Agriculture Grants. (Geo-Mapping; Coeur d'Est, Edible Jersey)
Anyone with ideas for this year's grant proposal please reach out.

Social Media Manager- Megan Hernandez

Megan introduced herself and what she has been focusing on currently and goals for 2026. She has reached out to the OCPVA wineries and has visited those who have responded to get a better understanding of each winery/vineyard and their goals for the upcoming year. This information will be used to post winery pictures and upcoming events and begin including the vineyards so that the OCPVA community is collectively represented on Instagram.

Megan asked about Facebook and Joe will get her that information so she can begin to post content there.

A discussion/tutorial on how each winery and vineyard can repost, share and tag on Instagram was very informative and Megan is available if anyone has any questions.

Auburn Road Vineyard & Winery-Italy Trip:

Jules discussed the trip her and Scott had in November to Italy. The purpose of the trip was to see if there was a market for NJ wines they do not grow in Italy and do not have access to. It was eye opening about hybrids in general and Chambourcin in particular. Most of their experience is with West Coast wines (which isn't a lot). Tasting Chambourcin and Chambourcin blends with travel bloggers, food people and sommeliers, they were surprised at how bright and lively it was. Wine in Italy is not looked at as an alcoholic beverage it is an accompaniment to food. They were interested in what we serve it with.

Coeur d'Est was offered at a restaurant there and San Marco was also tasted there. Jules will follow up with more info on this once they translate some conversations.

In Italy they are not fond of American Oak flavors.

It was a really great experience. Nice way to step out of our environment. Overall, a great trip!

Coeur d'Est Meeting & Producers:

Jim brought up getting the Coeur d'Est producers more involved and possibly have a few events throughout the year. Something simple at a few different wineries w/ hors d'oeuvres and each winery could also highlight one or two of their other wines. What does the group think of this idea? We would apply for a SCBG/WIC this spring to cover marketing expenses and winery expenses as well as. The consensus is to have events that are fun and laid back. Mark Hernandez mentioned that what he has learned about the younger people is that they want authenticity, transparency and want to know where the product is coming from. These events would be an opportunity to have younger consumers connect and see what happens. This could also be a fundraising opportunity for the OCPVA. The group thought this was a good idea and worth pursuing. We will reach out to the Coeur d'Est Producers after the new year to set up a meeting.

Passports:

The passports are being revamped so we discussed what would work best for us. GSWGA Passport (in conjunction with) a Coeur d'Est Passport and OCPVA Passport. Is this something we want to consider doing in some capacity? We will circle back on this.

Eastern Wine Expo March 24-26th, Richmond, VA:

Kelly will send out an email to see who is going and would be interested in pouring wine at the Welcome Event.

NJ Ag Convention: NE Agricultural Expo and Education and State Agricultural Convention (January, 20,21,22, 2026)

Great Expectations: Forest Gate Country Club -DATE TBD (tentatively March 10-11th)

Dates will be during the week, focusing on marketing as the central theme. A question posed to the group was whether there should be a panel of marketing experts from NJ or other states or a mix? Reach out to Dan Ward or Hemant Gohil with any ideas or suggestions.

Geo Mapping:

Jim met with Rowan University (Department of Geography, Planning, & Sustainability) who is interested in taking on the project. (This could be a class project) This project could be funded through a Wine Industry Council Event.

The benefit of having the amount of wine acreage would benefit the entire state. Once we hear back from Rowan University, we can take that information to create a grant proposal.

What's Happening in the Vineyard:

Jim discussed Colletotrichum Fungus, a common fungus that Jim discussed was affecting the fruit on his Cayuga affects the volume of the fruit.

Jules discussed red blotch virus in Cabernet Sauvignon that they are pulling out.

Mark discussed Tobacco Mosaic Disease in Chambourcin.

Dan informed the group that this disease is a major problem for fruit and vegetable crops and gave a few suggestions to help limit the spread.

Angus Kress-Gillispie – Old Ways in NJ-Public Access Program:

Dan suggested an opportunity to be interviewed by Rutgers University Professor Angus Kress-Gillispie who has a tv program on public access called "Old Ways in NJ". He has interviewed several wine makers in NJ and Dan would like to get some of the OCPVA wineries involved.

Chambourcin:

Dante Romanini brought a 1993 bottle for the group to taste. The color and taste were exceptional. This is a great example of what the OCPVA is about, and Jim Quarella suggested this be posted on social media. The group discussed how wine should be about enjoying what you like with family and friends and having fun with it.

Chambourcin: Tasting and Discussion:

Thank you to the members who shared their wines and details on the making of their specific Chambourcin.

Dante Romanini

Chambourcin-1993!!

Autumn Lake Winery
Chambourcin-2022
Bourbon Barrel- 2022

Auburn Road Vineyard & Winery
Chambourcin 2022 &2023

The meeting adjourned at 8:30 pm