



Western Iowa Grape Grower's Association, Inc.  
Board Meeting  
Tuesday, August 30, 2005 at 7:00 p.m.

Minutes

Meeting was convened at the home of Charlie Caldwell with the following in attendance:

Charlie Caldwell, President	Allan Petersen, Coop Buy Co-Chair
Andy Hrasky, V-President	Robert Mejstrik, Coop Buy Co-Chair
Karen Foster, Public Relations Chair	Eli Bergmeier, Viticulturist RC&D
Scott Rogers, Legal Chair	Guest Speakers from Shelby IA Economic Development Committee

**Meeting called to Order**

**SECRETARY'S REPORT:**

None (Minutes from the June 28, 2005 Board meeting were emailed to all members on July 20, 2005.)

**TREASURER'S REPORT:**

Statements emailed to Board members on 8/30. Summary report emailed to Janet.

As of 8/30/05:

Cash on hand = \$6,883.20

YTD net income = \$4,612.56

**GUEST SPEAKERS:**

Shelby County Economic Development Council

Several members of the Shelby County Economic Development Council were present at the meeting to make a presentation regarding development sites available on I-80 just south of the town of Shelby. The area is considered a possible site primarily for a western Iowa wine retail sales location. The Shelby visitors presented the following statistics regarding the site and the surrounding area:

- The site is approximately 100 yards from I-80.
- Approximately 22,400 vehicles pass the site on I-80 per day.
- Approximately 1,940 vehicles pass the site on the Shelby highway (M-16) per day (mostly commuters to CB or Omaha).
- A light manufacturing facility (250K sq ft on 140 to 150 acres offering 250 – 500 jobs) is expected to build south of the development site in question.
- Negotiations are underway to build a gas station and a convenience store in the area.
- Time is of the essence as free land (approx 2.2 acres) is available to the first entity to erect a building on this property.
- The area is currently zoned A-1. No trouble is foreseen in getting a commercial zoning.

Discussion was held and some interest was expressed. More Board discussion is necessary. The topic was tabled until our next meeting. Initial questions to be answered:

- 1) Is this idea of a retail sales area something that the WIGGA should investigate further?
- 2) Is the Shelby location appropriate? (What attractions other than a wine sales area will make people stop?)

If the answer is yes to one or both of these questions, the Board will gather additional details, discuss the idea with the wineries, and present the idea to the general membership for a vote at our annual meeting in January.

**ACTION ITEMS (CARRY OVER) FROM PREVIOUS MEETINGS:**

1. *(Scott) No Update*- Assoc. Bylaws need some work, but no urgency. Scott indicated he will draft changes for Board review.  
No update
2. *(Janet L.) No Update* - Purchase a digital camera with cost not to exceed \$400.  
No update
3. *(Charlie, Ken, Eli) Update* - Membership Survey to determine workshop/training events and topics.  
Ten surveys were returned and copies of the results were distributed to those in attendance.
4. *Autumn in the Bluffs* –  
The event is scheduled for the weekend of October 1 and 2. Bayliss Park will be under construction and the website (autumninthebluffs.org) indicates that the festival will be held in the street north of the park. If the event is still planned it was discussed that, to avoid the expense of dram shop insurance, the Association should provide complimentary tastings from the leftover wine dinner stock. We are unsure where the wine dinner stock is located (perhaps at the Nielsen's?).

MOTION: (Andy) If the event is still planned, the Association will support the Autumn in the Bluffs festival in whatever way possible.

SECOND: (Karen)

MOTION PASSED

## COMMITTEE REPORTS

**Public Relations:** (Karen F., Chair)

### Fair booth activity

Karen & Rick F. operated a booth at the Mills County Fair and reported good traffic and a possible new member.

Andy & Julianna H. operated a booth at the Westfair event and reported good traffic with a lot of curious passersby.

**Education Committee:** (Kent Bohlman, Chair - **ABSENT**)

Karen agreed to investigate possible Iowa Grape and Wine Commission funding for winemaking education. Perhaps matching grant(s) could be secured to cover half of the speaker costs for one day session(s) by Murli on winemaking education. Total speaker costs for a one day event roughly estimated at \$300 (time, mileage, and expenses). Possible initial topic selection = Off Aromas – How to identify and correct them. (A winemaking 101 course is considered unnecessary given offerings from Iowa Western and the October 21 & 22 offering at Whisky Run Creek Vineyard & Winery in Brownsville, NE.)

**Cooperative Buying Committee:** (Al P., Bob M., Co-Chairs)

Netting purchase and payment process went smoothly. Members are happy with the netting quality.

Bob will approach Frank at Fermenter's Supply to discuss the possibility of permanent special Association member pricing. Rather than a fixed percentage discount, the Board discussed putting together a list of items and negotiated prices. This proposed price list would be based on market prices from distant suppliers such as Presque Isle plus a small premium for the benefit of local availability. This proposal could result in a better win-win for the Associations members and Fermenter's Supply than special discounted pricing on certain items for a fixed period of time.

**NEXT BOARD MEETING DATE:** TBD (The Board agreed to move meetings to Monday nights so that Andy can attend in person.)

### *Keep in mind items*

*WeIGGA member's social event:* BBQ planned around grape harvest & bottling seasons: Feb (bottling for whites), Apr-May (bottling of Reds), late spring & early summer (bottling for fruits).

### *Winery tour*