

**OREGON WINE BOARD
MEETING MINUTES
FEB 19, 2008
PORTLAND, OREGON**

Attendees: Steve Girard (Chair Emeritus), David Adelsheim, Pat Dudley, Earl Jones, Sam Tannahill, via phone: Kara Olmo (Vice Chair), Casey McClellan (Treasurer), Lee Mankin

Staff: Ted Farthing (Executive Director), Katie Stoll

Guests: Anita Azarenko, OSU, Brian Watco, NW Vineyard Services

Call to Order

Kara called to order at 10:06, passed the leadership baton to Girard.

Minutes Approval

Adelsheim moved, Jones seconded to approve the minutes as amended. Passed unanimously.
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OWB Role in Supply and Demand

McClellan took this topic on after discussion at the Board Retreat. See “Managing Responsible Growth” document. Some Board concern over taking supplier relationships beyond that of service members and Symposium trade show exhibitors.

Board discussed updating the Oregon Viticulture Guide with best practices, marketing, sustainability, etc. Azarenko recommended that Patty Skinkis could lead effort with contributions from Clark Seavert and others. Potential VAPG 4 idea.

Public Feedback on Strategic Plan

Farthing reported on industry feedback to the FY08-09 Strategic Plan.

Jones reported on the proposed vine tax. Meeting in Salem Feb. 20 to discuss.

One item that Farthing recommended for discussion is Meetings and Communication. The line item is currently \$25,000. Girard recommended moving to every other year for the Board retreat, Mankin agreed. Discussion on the necessary frequency of full Board vs. Board Committee retreats. Consensus to hold November Committee meetings in Portland – one day each of Research, Legislative, and Marketing Committees. North Willamette Research center has free meeting rooms. Farthing suggested Dec. 9 as a date for a Board meeting to vote in work done by the committees.

Farthing changed the Meetings and Communications line item in the proposed budget from \$25,000 to \$20,000. Jones stated that he believes the Eno & Vit Research line item needs to be greater, and that the entire funding model needs to change. Azarenko commented that federal funds are very difficult for academics to find. OSU has been given approval to fund the Research Viticulturist position, but that this position, like many other Ag positions, will need to be a quarter self-funded after 2 years.

Jones moved, Dudley seconded to approve the plan as proposed to the industry, and the budget with the following changes: Meetings and Communication from \$25,000 to \$20,000 and Eno and Vit Research from \$210,000 to \$225,000. Passed unanimously.

Girard recessed the meeting at 12:07. Brian Watco joined the meeting at 12:31. Girard reconvened the meeting at 12:32.

OSU Update

Azarenko had three items:

- 1) Thank you for giving OK to move ahead with Horticulture Entomologist position with emphasis ½ on wine grapes and ½ hazelnuts, blueberries, etc. First Search Committee meeting is in two weeks. Adelsheim expressed interest in the Institute's Board and Technical Committee playing a major role in the hiring process. In the absence of a functioning Institute Board, Adelsheim requested that the OWB Board see the position description before released.
- 2) Research Viticulture position is also approved, but earlier in the process. This is a 100% research position that will require self-secured federal funding. OSU is seeking a meeting with the Research Committee to gauge longer-term research goals for the OWB. Adelsheim again requested that the industry buy in on the job description. Emphasis on Oregon-specific research initiatives.
- 3) OSU has secured close to \$150,000 in federal funds for sustainable agriculture leveraged by OWB dollars. Next round of funding applications coming up. Requested that the OWB write a letter of support for organic cropping systems project.

Vineyard Development Standards

LIVE is adding Vineyard Development Standards, and Chris Serra has opened a blog spot for comment at www.vineyardimpact.livejournal.com. Two types of problems with new vineyards – 1) land seller has clear cut before putting land on the market, 2) large vineyard development funding can force timetables that encourage clear cutting in November, before seasonal rains can cause significant erosion.

Some resources: ODA developed a nice brochure for the Symposium. Emily Gladhart suggested that there are 8 realtors who would represent most of the necessary outreach for the Willamette Valley. There is also a requirement to report to the Dept. of Forestry before any conversion of land from forestry to farming.

Tannahill pointed out that it may be time for OWB to create some self-imposed restrictions before they are enacted by an outside party. Dudley suggested a public outreach campaign educating people with potential vineyard sites about best practices. Constituent groups: current landowners, loggers, heavy equipment manufacturers, realtors, future landowners, vineyard managers. Educational mandate could include warnings about potential bad PR in case of an accident.

OWB should build a packet of information including all the tools to develop a new vineyard. Girard suggested Quality Advisors for viticulture. Vendor list can start with OWA Service Members. Potential for vendors to also sign the sustainability pledge. If all local heavy

equipment vendors signed on, the argument that a customer will “just go elsewhere” becomes specious.

Olmo adjourned OWB meeting at 1:45pm.