

**OREGON WINE BOARD**  
**MEETING MINUTES**  
**MARCH 31, 2009**  
**WATERMILL WINERY, MILTON FREEWATER**

**Attendees:** Kara Olmo (Chair), Harry Peterson-Nedry (Chair Emeritus), David Adelsheim, Tim Kennedy, Terry Brandborg.  
**Staff:** Ted Farthing (Executive Director), Katie Stoll Bray, Stephany Boettner, Tara Anderson, Hannelore Buckenmeyer, Annie Cocchia  
**Guests:** Heath Snider, Locati Cellars; Sandy Garoutte, Rosella's; Dai Crisp, Temperance Hill Vineyard and Lumos Wine Company (via phone); Dr. Clive Kaiser, OSU extension; and Ron Brown, Watermill Winery.

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### **Call to Order**

Olmo called the OWB meeting to order at 11:20 am.

### **Minutes Approval**

Adelsheim moved, Brandborg seconded to approve the minutes from the February 17, 2009 Oregon Wine Board meeting. Motion passed unanimously.
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### **Action Items**

Farthing reviewed Action Items. Boettner presented the calendar for OWB industry dialogues at regional meetings and asked Directors for input on both dates and organizations.

### **Financials**

Farthing reviewed the updated OWB P&L and Balance Sheet, demonstrating that total expenses to date are lower than budget.

### **Oregon Wine Marketing and Education Results**

Farthing, Boettner, Bray and Buckenmeyer shared marketing and education performance metrics. Consumer presence via media relations and online marketing continues to grow. Domestic direct sales and shipments to export markets grew as well, as did revenue generated by the Symposium. Staff suggested implementing 13 regional workshops, up from three in the previous year.

### **Symposium 2010**

Bray reported on feedback of the 2009 Oregon Wine Industry Symposium, which had the highest satisfaction scores to date. Peterson-Nedry suggested that those industry members requesting "graduate level" presentations collaborate on designing such sessions.

Olmo recessed the OWB meeting for lunch at 12:20 pm.

Olmo reconvened the OWB meeting to order at 12:51 pm

### **\$300,000 marketing grant options**

Buckenmeyer and Farthing presented two 2009 VAPG application options (trade marketing and High-Frequency High End (HFHE) -targeted marketing.) Peterson-Nedry asked whether we could consider the renewable energy options available within past ministrations of said grant. Olmo suggested exploring a historical video showcasing all of the regions and their pioneers. After discussion of the pros and cons of the two options, Directors agreed to the staff recommendation of using the funds to target HFHE consumers online and in targeted media outlets, while exploring the creation of a trade marketing program which could be partially funded by a 2010 VAPG.

### **Collaborative funding/NW Center for Small Fruits Research**

Dai Crisp gave an update on his trip to Washington D.C. for annual Small Fruits education sessions. The Northwest Center for Small Fruits Research received an additional \$250,000 from the 2009 Federal ‘Omnibus’ spending bill. This money may be used to fund two post-doctoral positions, including a plant pathologist. One caveat: the money may be deemed to be an earmark, in which case it could be revoked. However, Crisp felt optimistic that the money would not be considered to be an earmark as it benefits commodities across multiple states.

### **Oregon Wine Research Institute**

Adelsheim updated the Board on the Oregon Wine Research Institute. Dr. Kennedy’s position will not be filled in the near future due to a hiring freeze. An offer has been made on the open viticulturalist position. That person will likely start work by fall 2009. Director interviews are in process, per plan.

### **Research Proposals Review**

Bray presented 2009-2010 Research Proposals with industry rankings. Bray explained the research proposal process and Farthing explained the funding process. Adelsheim pointed out that two of the grant proposals are similar to those requests submitted to the Northwest Center for Small Fruits Research. Peterson-Nedry suggested that projects be jointly funded by multiple organizations. Directors discussed the need to fund Vaughn Walton’s Virus Vectors & an Emerging Viral Disease project and determined that additional information is needed prior to making the decision to fund that project.

Peterson-Nedry moved, Kennedy seconded a motion to adopt the recommendation of the Research Committee on the 2009-2010 Research Proposals contingent on negotiated partnerships, with priority given toward continuation of existing research projects. Any cost savings will be used to fund 2009-871. Motion passed unanimously.

### **Research Retreat Proposal**

Adelsheim suggested setting a date for a research retreat with research community to align on priorities. A separate roundtable will be scheduled with regional funding organizations, including Washington and Idaho. Bray and Farthing explained current meeting structure.

### **Trade Education Plan**

Farthing proposed shifting PR staff from 100% consumer PR to include a proportion of trade PR. Directors discussed options for trade marketing. Directors agreed that a subcommittee of the OWB Marketing Committee should explore the creation of a trade marketing plan.

Olmo adjourned the OWB meeting at 3:08 pm.