

OREGON WINE BOARD
MEETING MINUTES
AUGUST 25, 2009
PORTLAND, OR

Attendees: Kara Olmo (Chair), Sam Tannahill (Vice Chair), Harry Peterson-Nedry (Chair Emeritus), David Adelsheim, Pat Dudley, Lee Mankin (Treasurer), Earl Jones, Tim Kennedy

Absence: Terry Brandborg

Guests: John Aguirre, Oregon Association of Nurseries; Ashley Kordestani, Indie Wine Foundation

Staff: Ted Farthing (Executive Director), Stephany Boettner, Lavonda Driskell, Hannelore Buckenmeyer, Annie Cocchia, Katie Bray

Call to Order

Olmo called the OWB meeting to order at 11:15 am.

Minutes Approval

Jones moved, Adelsheim seconded to approve the minutes from the June 23, 2009, Oregon Wine Board meeting. Motion passed unanimously. Tannahill was not present for vote.

Tannahill moved, Mankin seconded to approve the minutes from the June 26 Oregon Wine Board special meeting. Motion passed unanimously.

Action Items

Farthing reviewed the Action Item spreadsheet. Adelsheim will meet with Peterson-Nedry and Jones to resolve AgStats survey to enable NASS release survey to industry.

Farthing confirmed OWB is a member of the U.S. Clean Plant Network. John Aguirre will join today's meeting to address plant assessment.

Research Committee Update

Bray and Cocchia updated Board on recent research committee meeting. Tannahill noted viticulturalist participants greatly outnumbered enologists at meeting and suggested we get larger input from the enology community. Participants were surveyed to rank top concerns as they relate to viticulture and enology practices. Viticulture vine balance was top priority with pest, diseases and short shoots ranked, respectively. Discussions will be used to prepare RFP for release by December 1. The next meeting is scheduled for November 17, 2009, where researchers will be invited to participate.

Olmo recessed OWB meeting at 12:25 pm.

Olmo reconvened the OWB meeting at 12:36 pm.

Workshop/Seminar/Symposium Update

Cocchia reported the OWB hosted ten workshops this year. Participant surveys provided positive feedback and several ideas for future workshops and symposium sessions. Going forward, OSU is now required to administer their workshops themselves. OWB will continue to provide communication to the industry. Bray provided progress for our 2010 Symposium highlighting Cocchia's hard work in selling out one floor of our tradeshow at this early date. This year's

Symposium will include four additional education sessions and offer a Spanish language session on introduction to vine physiology.

NW Foundation Block: Funding, OR Representation

Ted introduced John Aguirre, the Executive Director of the Oregon Association of Nurseries to speak to the organization's licensing structure and fee levels to support clean nursery stock. Fees are collected by ODA to support inspections, research and pest management. The Board discussed ways to fund the NW Foundation Block to support the clean plant initiative and reaching out to ODA to manage the inspection process.

Building Category Distribution Equity

Adelsheim reported on a proposal by the Trade Marketing subcommittee to investigate creating a distributor event to raise understanding of Oregon wine throughout the U.S. distributor network. The concept would be to move a group of distributors around the state and possibly partner with Washington, showcasing the warmer and cooler climates of the Pacific Northwest. The Board responded favorably to further discussions.

Quarantine Discussion

Farthing reported ODA implemented the quarantine the 24th of July for 90 days with an option to renew for another 90. ODA conducted due diligence with the California Dept. of Food and Ag. and the California Table Grape Commission. ODA plans to review in the fall when harvest is complete and would like to get this implemented as early in 2010 as possible. Farthing had conversations with several wineries expressing concern and was able to explain the quarantine to their satisfaction. Tannahill suggested we engage Vaughn Walton at OSU to distribute traps around the vineyards that are purchasing grapes from California for their wineries. The Board proposed establishing a task force to clarify the quarantine before submitting final recommendations to ODA. The Board will revisit at the next meeting.

December Retreat Discussion

The Board discussed the expectations for the annual strategic planning retreat and its desire to focus on the vision of the industry involving conversations with both large and small wineries. Board approved holding the retreat at The Resort at the Mountain in Welches, OR. Farthing to investigate potential moderators.

Olmo adjourned the OWB meeting 4:19 pm.