

**OREGON WINEGROWERS' ASSOCIATION
MEETING MINUTES
AUGUST 21, 2007
NEWBERG, OREGON**

Attendees: Steve Girard (President), Kara Olmo (Vice President), Kevin Chambers (Secretary), Casey McClellan (Treasurer), David Adelsheim, Pat Dudley, Lee Mankin, Harry Peterson-Nedry, Kelly Luzania, Gary Conkling

Guests: Beth Slater, Conkling Fiskum & McCormick

Staff: Ted Farthing (Executive Director), Hannelore Buckenmeyer, Sara Gourley, Katie Stoll, Karen Walsh, OWA

Call to Order

Girard called the OWA meeting to order at 10:02am.

Minutes Approval

Chambers moved, Mankin seconded to approve the minutes of the July 10, 2007 Oregon Winegrowers' Association meeting. Motion passed unanimously.

Legislative Report

Luzania reported that Davis Wright Tremaine is in correspondence with the Oregon Department of Transportation regarding their rulemaking to include viticultural areas eligible for brown highway cultural/historic signs; following up with the OLCC to ensure that the January 1, 2008 direct shipper permit system has a minimal impact on Oregon wineries; will draft a letter to the TTB regarding the 24 hour equipment rule for alternating proprietors; and is working on analysis of proposed groundwater legislation in anticipation of 2009 legislative session.

Regarding the farm stand licensing issue in Jackson County, Mankin reported that the Jackson County Commissioners are open to listening to concerns. The Southern Oregon Winegrowers' Association is in favor of the farm stand ruling with conditions, including the fruit should be grown on the land. It appears from the attitude of the commissioners that they will proceed with the ruling as they are looking for ways to provide support for the area to improve economically. Olmo raised the question of whether the entire state would be interested in the farm stand issue.

The TTB wine nutritional labeling issue was mentioned. The deadline for public comment is October 29, 2007. OWA staff will research, draft a position paper, and reach out to WineAmerica for messaging guidance.

Conkling briefed the Board on potential topics for the special 2008 Oregon legislative session which include:

- Ballot Measure 49 – Land use issue
- Ballot Measure 50 – Healthy kids/tobacco tax increase issue

As for other topics, it will depend on the bills that are filed prior to the session.

2008 Legislative Agenda + Interim Work Plan

Conkling discussed likely key issues for the 2009 Oregon legislative session:

- Bottle bill
- Big Look on land use

- Water rights

Other legislative issues to be aware of include:

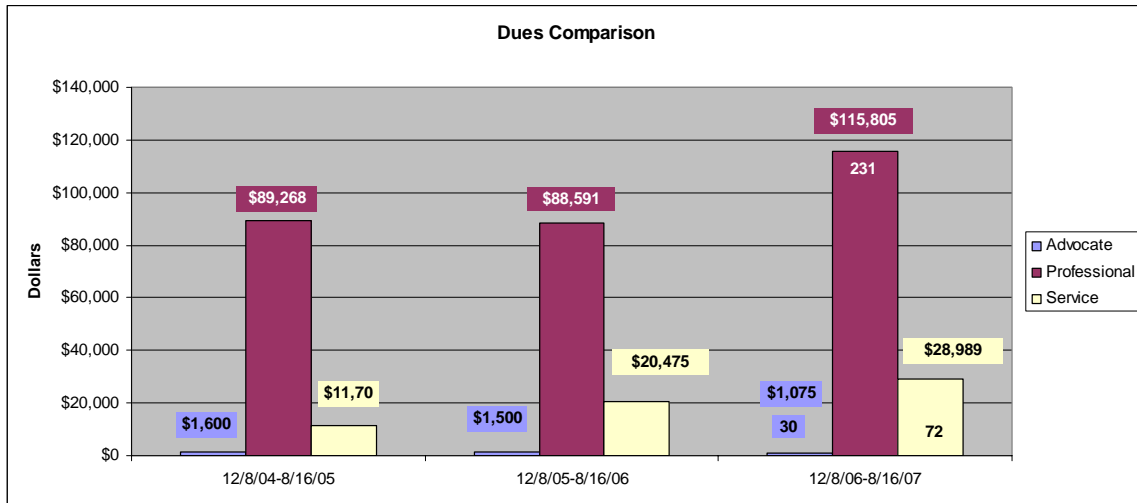
- The Costco case in Washington. Legal counsel will keep the OWA informed.
- Winery websites and OLCC regulations as to what can be included on websites.
- Sustainability initiatives can come up fast, it will be important to evaluate each initiative in policy terms.
- Wine industry relationship with Yamhill County and Municipalities

Dudley reported that the Economic Revitalization Team (ERT) is working on a wine cluster plan. ERT would like input from the Board on which industries should be targeted to establish businesses on non farmland within wine country.

Mankin pointed out that Southern Oregon growers may violate the agriculture trucking license by traveling further than the permitted distance to deliver grapes to the northern part of the state. Legal counsel will research.

The Board briefly discussed the “No Match” rule with regards to illegal workers. Illegal immigrant workers and the possibility of them not being able to work is the number one thing affecting the Oregon wine industry today.

Membership Review



OWA professional membership has slightly increased, however it does not reflect the growth of the industry. It is estimated that there are 800 Oregon wine industry businesses yet there are only 231 OWA professional members. After the industry contact database is scrubbed, all non-OWA members will be sent an invoice.

Fundraising

Farthing is working with Boise Cascade on final pricing for the proprietary shippers. Boise Cascade agreed the OWA would be the exclusive seller of these shippers.

Stoll discussed potential problems with having a consumer event at the symposium and suggested that more money could be raised with a raffle/silent auction. The Board liked the idea. Buckenmeyer suggested another fundraiser idea of selling Oregon wine experiences on eBay. For example, people would bid to spend a day with a winemaker, go fishing with the owner, and/or have the owners make dinner for the experience purchasers. The legality of these fundraisers needs to be researched.

Girard adjourned the OWA meeting at 12:42pm.