

**OREGON WINEGROWERS ASSOCIATION
MEETING MINUTES
Nov 14, 2007
STEAMBOAT, OREGON**

Attendees: Steve Girard (President), Kara Olmo (Vice President), Kevin Chambers (Secretary), Casey McClellan (Treasurer), David Adelsheim, Pat Dudley, Lee Mankin, Harry Peterson-Nedry, Earl Jones
Staff: Ted Farthing (Executive Director), Katie Stoll

Call to Order

Girard called the OWA meeting to order at 12:13.

Minutes Approval

Jones moved, Adelsheim seconded to approve the minutes of the October 2, 2007 Oregon Winegrowers Association meeting. Peterson-Nedry abstained. Motion passed unanimously.

Adelsheim moved, Chambers seconded that as an exception to the normal rotation, the OWA elect a President for 2008 leaving the Vice President in place for one more year to resume the rotation to President in 2009. Passed unanimously.

Girard asked for nominations of officers.

Adelsheim nominated the following slate of officers: Peterson-Nedry for President, Olmo Vice President, McClellan Treasurer, Girard Secretary. Slate was unanimously approved.

Groundwater

Staff will put together a report by region to look at current groundwater conditions. Girard is responsible for drafting the Industry Responsibility Pledge. Other best practices and statements were discussed, assigned, and added to the Action Item checklist.

Fundraising

Proprietary Shipper plans are moving ahead. Storage challenges are still being discussed.

Farthing reported on plans for an online auction to fund OWA. Mankin suggested that it tie in with a green charity. Stoll reported on plans for a silent auction to benefit the OWA. Stoll will look into outsourcing the auction organization function.

Staff is looking into cost for developing a members only section of the OWA website. Valuable content will need to be added.

Staff will come up with a proposal for a part-time person for OWA and OWB outreach.

CPTs and Yamhill County

Chambers reported that the issue is ongoing, but that the county will allow the auction to go forward. There is still an undercurrent of negativity towards the wine industry by the county government. He believes that a meeting between county government and wine industry members would be welcomed by both groups.

Serving Facts Proposal and AVA Moratorium Updates

The TTB has proposed requiring a serving facts label with 4mm minimum with 8 mm upper case. Proposed required information is serving size, # servings, calories to nearest 5 calories, grams carbohydrate to nearest gram, and amounts of fat and protein. They have asked for comment on content and format.

Adelsheim suggested that the OWA create a formal response to the TTB proposal stating what parts of it make sense and what changes the industry would like to see. Farthing observed that this is Wine America's role and that the OWA does not have the resource to play on the national level. Olmo suggested that the OWA needs a campaign to show the membership what more *could* be done with proper funding, such as a presence in Washington, a voice on labeling, a voice on AVAs, a voice on immigration.

Adelsheim offered to draft a letter with thoughtful feedback.

AVA moratorium has been brought about by the Calistoga area and brands that have the AVA name in their brand. They are at an impasse and the TTB is no longer acting on applications for nested AVAs.

Farm Stand

Olmo moved, Peterson-Nedry seconded that the OWA instruct counsel to draft language to amend ORS to exclude the sale of wine from the farm stand statute and to add stand alone tasting rooms to permitted uses in an ag zone under the same criteria as permitted use wineries for Grower Sales Privilege licensees only. Passed unanimously.

Girard adjourned OWA meeting at 1:32pm.