

**OREGON WINE BOARD  
MEETING MINUTES  
AUGUST 21, 2007  
NEWBERG, OREGON**

**Attendees:** Steve Girard (Chair), Kara Olmo (Vice Chair), Kevin Chambers (Chair Emeritus), Casey McClellan (Treasurer), David Adelsheim, Pat Dudley, Lee Mankin, Harry Peterson-Nedry

**Guests:** Karen Walsh, OWB; Al MacDonald, LIVE; Alan Holstien, Arglye; Vaughn Walton, Oregon State University

**Staff:** Ted Farthing (Executive Director), Hannelore Buckenmeyer, Sara Gourley, Katie Stoll

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**Call to Order**

Girard called the OWB meeting to order at 1:21pm.

**Minutes Approval**

Peterson-Nedry moved, Adelsheim seconded to approve the minutes of the July 10, 2007 Oregon Wine Board meeting with the amendment of the Board titles. Motion passed unanimously.

**Action Item Review**

Regarding the fruit quarantine, the Oregon wine industry wants to prevent mealy bugs from entering the state via fruit purchased from Washington or California. To assess the situation the following three questions need to be researched:

1. What is the science and likely hood of mealy bugs being a problem from out of state fruit being transported into Oregon?
2. How would people buying fruit from Washington and California be educated about the risk of mealy bugs?
3. What should the rules be about importing out of state fruit?

**OCS Update**

The Board discussed the current Oregon Certified Sustainable (OCS) status. Farthing and Buckenmeyer reported ideas from the branding brainstorming meeting. With regards to the brand that is going to be used, the trade mark will need to be protected and there will be continuous administrative work monitoring the certification and brand use. The Board discussed which entity will be best to own the brand. Farthing and staff will outline the pros and cons with the OWA, OWB, TOWER, and a new entity owning the brand.

**LIVE**

Al MacDonald talked with the Board regarding LIVE and its current financial situation. LIVE is open to do almost anything for improvement including adding winery certification to their program.

Mankin moved, Chambers seconded that the OWB requests LIVE to move fast with incorporating winery certification into their program. Motion passed unanimously.

**'07 – '08 Budget Revisions**

Farthing presented the attached '07-'08 budget revisions.

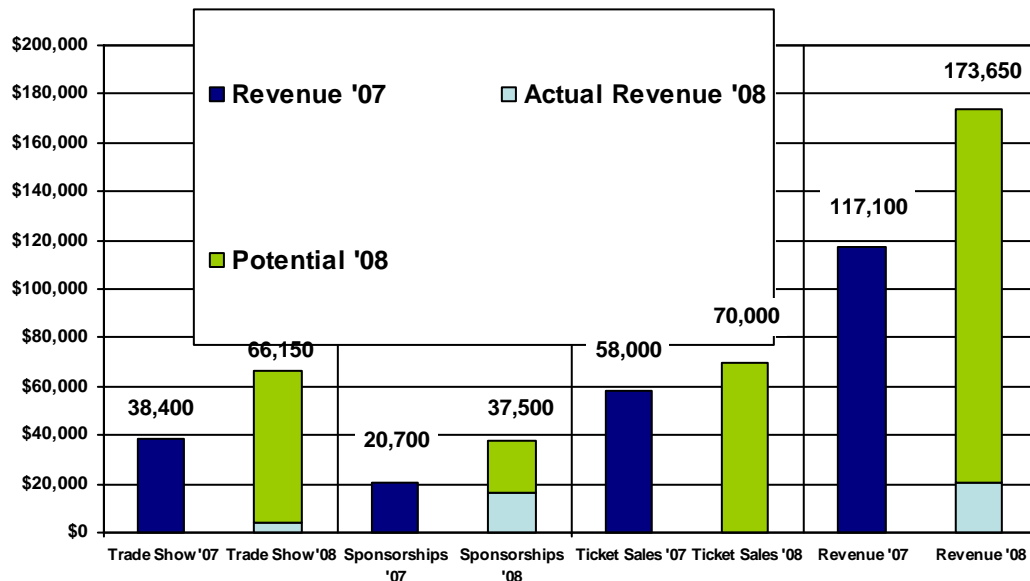
Adelsheim moved, Chambers seconded to approve the '07-'08 LE1 budget as presented by Farthing. Motion passed unanimously.

### Institute Update

Adelsheim updated the Board on the institute progress. To date the industry has raised about one million dollars. It was reported that the synergy between the OWB and Oregon State University is the best it has ever been as they are working together on the institute.

### Symposium Update

Stoll updated the Board on the 2008 symposium. Potential revenue has increased compared to the 2007 event; however, costs will also increase due to the additional space that is needed with renting a room at the Eugene Hult Center.



Stoll reported that there will be four general sessions and twelve subject specific sessions. The attendance goal for 2008 is seven-hundred people. Trade show booths are increasing to eighty-five.

### Other Business

Mankin reminded the Board that the Nominating Committee has not heard from the Board regarding any action they need to take regarding the positions that are up for re-election. Staff will send an announcement to the industry regarding the positions and create a master schedule for the nominating process.

Adelsheim read a thank you email from Robert Drouhin thanking the OWB for encouraging the Governor to declare an official Robert Drouhin day.

Girard adjourned the OWB meeting at 5:33pm.