

**OREGON WINE ADVOCACY COUNCIL
BOARD MEETING MINUTES
MARCH 23, 2005**

Attendees: Earl Jones (Chair), Steve Girard (Treasurer), Laura Lotspeich, David Adelsheim, Kevin Chambers (Vice Chair), Harry Peterson-Nedry, John Weisinger. **Staff:** Ted Farthing (Executive Director), Katie Stoll. **Others:** Gary Conkling, Jess Lyon.

Call to Order

Jones called the meeting to order at 11:35

Minutes

Peterson-Nedry remarked that the action item beginning “Peterson-Nedry will analyze the Measure 37...” should be removed as that was not the final action decided. Chambers requested that other language be revised to reflect the motion that he seconded as “the Board endorse the Napa Valley Vintners’ response to the vintage dating requirements as proposed by the Wine Institute.”

Lotspeich moved, Weisinger seconded to approve the Minutes from February as amended. The motion carried unanimously.
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Conkling’s Report

- Bill 840 to relieve small wineries of monthly reporting in lieu of annual reporting when they don’t anticipate paying gallonage taxes. Bill passed unanimously in the Senate. Now goes to the House.
- Speaker of the House has said they will not pursue any beer or wine tax increases.
- No moves in direct shipping.
- No moves in the 2-cent arena, we will not lose our part of this funding in this legislative session.
- Appears that the land-use law that will pass is to create a two-year task force, including “normal folks”, to look at land use issues, land owner rights, interface between urban and rural areas, etc. Many 37 claims regard the ability to add a second residence on their land. There is a bill that will most likely pass that will allow them to do so.
- Proposals to the Legislature by Jim Bernau do not require a formal opinion from the board.

Lyon’s Report

- US Supreme Court declined to hear Napa’s labeling case. Conclusion is that states can have more stringent labeling requirements than from the TTB.
- Supreme Court decision on direct shipping should be coming within the next week. Farthing should prepare messaging for both possible outcomes.
- Lyon reported that liquor agents submitted a request to be able to sell beer and wine in liquor stores. Discussion followed.

-Lyon reported that there are more calls on trademarks. Some people are frustrated that particular cases in this area are not covered under retainer. Another trend is cooperative

delivery – question about common carrier registration. How far can you go without getting a wholesale license?

Peterson-Nedry reported that there will be activity in labeling rules discussion – potential COLA fees of up to \$250 per label. Also content labeling, including ingredients, allergen materials, serving allowances.

OWAC Financial Report

Dues are approximately flat with last year. Small growers in general have not been renewing. Some growers feel that the name change was a deliberate effort to push them away. Lyon mentioned that historically it is largely the growers who have benefited from his services. Farthing said that the recruitment effort in April will focus largely on those potential members who would make the most financial difference.

Staff will do some analysis of who has renewed from old members vs. new and provide board with a list of the most appropriate candidates for Board phone calls.

Need to develop a clear list of benefits to OWAC membership.

Chambers stated that the OWAC should go back to its previous name and dues structure. Adelsheim would support this.

OWAC adjourned at 12:55pm.