

**OREGON WINEGROWERS' ASSOCIATION  
MEETING MINUTES  
APRIL 10, 2007  
ASHLAND, OREGON**

**Attendees:** Steve Girard (President), Kara Olmo (Vice President), Kevin Chambers (Secretary), Casey McClellan (Treasurer), David Adelsheim, Earl Jones, Lee Mankin, Harry Peterson-Nedry, Jess Lyon and Kelly Luzania of Davis Wright Tremaine  
**Guest:** Laura Lotspeich, Pheasant Hill Vineyard  
**Staff:** Ted Farthing (Executive Director), Sara Gourley

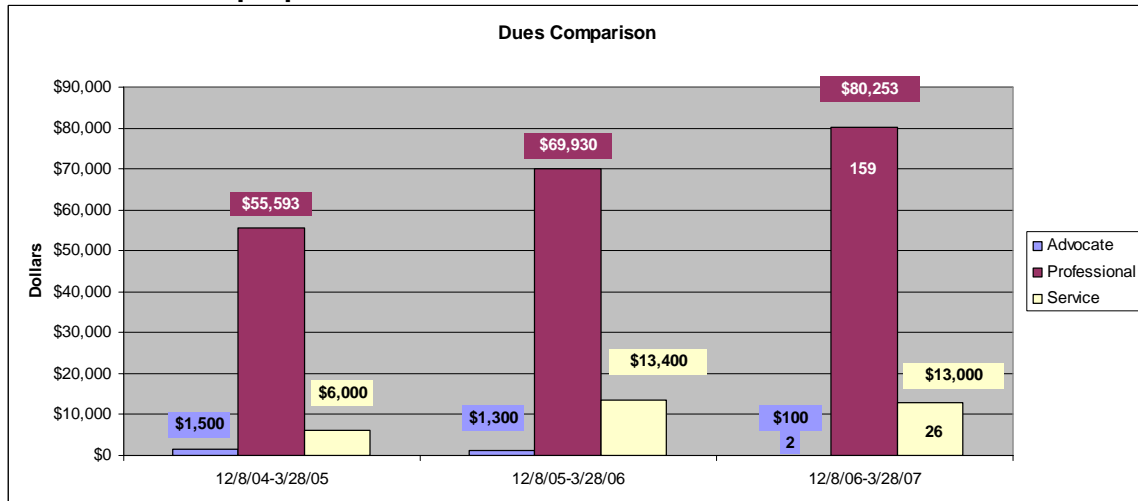
**Call to Order**

Girard called the OWA meeting to order at 9:00am.

**Minutes Approval**

Chambers moved, Olmo seconded to approve the minutes of the February 20, 2007 Oregon Winegrowers' Association meeting. Motion passed unanimously.

**OWA Membership Update**



The above chart is a year by year comparison of OWA advocate, professional and service members. Professional membership has grown each year however not at a level to keep the OWA sustainable. Farthing thinks that there is more that can be done to increase membership. At the May 15, 2007 meeting the Board will discuss a plan of action to make the OWA a sustainable organization. Ideas discussed at the April 10, 2007 Board meeting include:

- Road show in conjunction with a fundraiser for OWA. The fundraiser would include local chefs using Oregon wines.
- Sell wine shippers to OWA members
- Include OVID as an incentive to join
- Recruit more members – there are 159 OWA members out of a 500+ entity industry
- Distributors could be a source of revenue via an event, auction or fundraiser. This would cement the wholesaler belief that Oregon is important.
- Have an event similar to the Premier Napa Valley Auction

- Have two ticket prices at the symposium – one for OWA members and one for non members.
- Create an event around harvest. For example, a passport behind the scenes event.
- Use the OWA as a networking and social event.
- Use the Oregon Wine Industry Symposium as a larger revenue source for OWA
- Integrate a consumer tasting with the trade show at OWIS
- Have a silent action similar to one at the Washington Association of Wine Grape Growers Annual Meeting

### **Legislative Report**

Reference OWA Legislative Report March 2007

With regards to Farm Stand Licensing, OWA legal and legislative counsel will analyze and investigate the Land Conservation and Development Commission (LCDC) rule making. OWA legal and legislative counsel will explain the nature of OWA's concerns to the LCDC and present suggestions to the Board on how to address an administrative rule change regarding the sale of wine from farm stands.

Regarding U-Make wine, Lyon will get more specifics from Conkling. The Board's objection is that people could make horrible wine from powdered grapes and label it as Pinot noir. No Board action at this time on the issue.

The Board unofficially opposes the resolution to make Jory the Oregon state soil.

### **Labeling Process Update**

The OLCC hearing to initiate rule making is April 19, 2007. The two rule making hearings will be on May 17 and 24, 2007. Petitions opposing the proposed labeling changes were received by the OLCC; however some of the petitions were based on incorrect facts. If another industry meeting is needed based on the outcome of the April 19, 2007 meeting, OLCC commissioners are more than welcome to attend these meetings.

### **Nominating Process Recommendations**

The Board discussed Mankin's document of proposed changes to the nominating committee process and rules. Suggestions include: institute staggered term limits of 3 years; honor the nominating committee and chair at the OWIS awards banquet; remove solicitation from the nomination committee and chair's role. Mankin will use the suggestions to revise the document and present it at the May 15, 2007 Board meeting.

### **Institute Update**

Fundraising is moving rapidly. There are meetings in April in front of the Ways and Means committee to speak about the need to give money to fill the FTE positions.

### **Adjourn**

Girard adjourned the Oregon Winegrowers' Meeting at 12:17pm