

**OREGON WINEGROWERS' ASSOCIATION
BOARD MEETING MINUTES
FEBRUARY 23, 2005**

Attendees: David Adelsheim, Kevin Chambers (Vice Chair), Steve Girard (Treasurer), Earl Jones (Chair), Casey McClellan, Laura Lotspeich, Harry Peterson-Nedry, Scott Shull, John Weisinger. **Staff:** Ted Farthing (Executive Director), Kirsten Wall Jagne (Deputy Director), Katie Stoll (Business Manager).

Call to Order

Jones called the meeting to order at 8:39 a.m.

Minutes

Lotspeich moved, Adelsheim seconded to approve the Minutes from January as presented. The motion carried unanimously.

Action Item Checklist Review

Farthing reviewed the OWA Action Item Checklist, noting that the Taxation and Funding Roundtable is set for March 22 in Salem.

Proposal to the Legislature for Raising Additional Revenues: Chambers raised the issue of Mr. Bob Kerivan's proposal to change the taxation system in Oregon on beer and wine. Mr. Kerivan is presenting it to the legislature today, and believes he has a legislator willing to present his proposal. Chambers asked if the Board wishes to take any action at this time. Chambers presented the proposal, which would equalize the wine and beer tax (\$.67 per gallon for beer and wine). Mr. Kerivan's proposal also suggests removing the small vintner tax exemption and allocating \$.07 of the tax to fund OWB (vs. \$.02 received today). Lotspeich left the meeting to place a call to Gary Conkling notifying him of the proposal. The board continued discussion. Lotspeich brought back feedback from Conkling. The Advocacy Committee will continue to review the subject.

Action Item: Farthing will ask Conkling to watchdog the tax issue in the legislature.

Farthing continued to review the Action Item Checklist. Adelsheim introduced discussion on issues with research funding and support and related use of TOWER. Jones asked if the board entrusted Adelsheim and him to communicate with OSU on the matter? Chambers stated that he hopes that one day TOWER will create an industry Research Institute in which OSU, Chemeketa and others are partners. Chambers is willing to join Jones and Adelsheim in discussion with OSU leaders about this vision for the future with full acknowledgement of OSU's investment in our industry.

Action Item: Remove the Thousand Friends of Oregon link from the website.

Financial Report

Farthing gave the financial report. Jagne gave the income report on membership stating \$47,065 in dues have been received since Jan 1st, compared with a projected budget of \$56,954 by end of February.

Action Item: Adelsheim asked staff for a comparison of number of members from last year renewed to date vs. number of members renewed this year to date for the next Board Meeting.

Adelsheim expressed that he is having trouble with how we are approaching follow-up to the solicitation letter for membership. Adelsheim was unsure who he should call.

Action Item: Jagne will provide a list to the Board of non-renewed members with phone and email contact information and assigning each Board member to a call list. Jagne will track the renewals and provide the Board with an updated report on renewals every week to 10 days. The Board will report to Jagne when they have called or emailed contacts on their list.

Advocacy Committee Report

Measure 37

Farthing reviewed the Measure 37 Survey Results, stating that there is clearly two sides of the issue in our industry with 50 respondents indicating they voted against the measure and 21 voting for. Conkling will be provided copy of the survey results. Weisinger suggested OWA needs to be involved in the process that protects agriculture, but that also supports land-use law reform. Adelsheim stated we need to come up with ways to protect farm-land and to work with related interest groups in so doing, perhaps allowing other interest groups to take the lead.

Vintage Dating Requirement Discussion

McClellan moved, Chambers seconded that the Board endorse the Napa Valley Vintners' response to the vintage dating requirements as proposed by the Wine Institute. The board discussed. Adelsheim called for and Lotspeich seconded to reconsideration the motion. The board determined unanimously to reconsider the motion.

McClellan moved, Chambers seconded that the OWA oppose the loosening of vintage dating requirements as proposed by the Wine Institute because of our belief in truth in labeling laws and in the interest of transparency to the consumer. The board discussed. Adelsheim voted in opposition with all others voting in favor. The motion carried.

Membership Committee Report

Action Item: Jagne stated that she will provide each Board member with a call list of non-renewed members.

Jagne reported the results of the Ballot reporting that all three votes carried by the membership vote, thereby:

- 1) Changing the name of the Association to Oregon Wine Advocacy Council;

- 2) Changing “Regular” member to “Professional” member, and adding the membership category of “Personal-Use”;
- 3) Removing the weighted voting provisions in the by-laws such that all “Professional” members have only one vote.

Action Item: Staff to communicate results of membership vote to members and industry.

Adjournment:

Jones adjourned the meeting of the newly named Oregon Wine Advocacy Council (OWAC) at 10:23 a.m.