

**OREGON WINE BOARD  
MEETING MINUTES  
FEBRUARY 20, 2007**

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

**Staff:** Ted Farthing (Executive Director), Stephany Boettner, Sara Gourley, Katie Stoll

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**Call to Order**

Girard called the OWB meeting to order at 1:00pm

**Minutes Approval**

The Board moved to approve the amended minutes of the January 9, 2007 Oregon Wine Board meeting. In favor: Girard, Olmo, Chambers, McClellan, Adelsheim, Dudley, Jones. Abstained: Peterson-Nedry. Motion Passed.

**Financial Report**

July 2006 through January 2007 financials were presented to the Board. Total expenses are tracking under the forecasted amount due to sequencing of payments. Expenses will be at the forecasted level as the year continues. Going forward the Board agreed to review financials on a quarterly basis. The Treasurer and Chair will continue to review the financials monthly.

**Project Prioritization**

The Board agreed to have monthly Board meetings to allow more time for discussion on key issues. The OWB's constituents will be notified know when and where the meetings and discussions on key issues will be held. Regarding the list of prioritized projects, Girard and Farthing will re-calculate to include all members; the document will be used for Farthing's and Staff's Management by Objectives.

**Approval of Final Plan**

Jones moved, Peterson-Nedry seconded that the Board adopt the final OWB strategic plan and budget as amended for 2007/2008 as presented by Farthing at the February 20, 2007 meeting. In favor: McClellan, Mankin, Dudley, Jones, Peterson-Nedry, Adelsheim, Girard, Chambers. Opposed: Olmo. Motion Passed

**Meal and Retreat Expense Policy**

Reference Wine Center Expense Reimbursement Policy.

Jones moved, Olmo seconded to approve the director expense policy as circulated by Girard and as amended at the February 20, 2007 Board meeting. Motion passed unanimously.

**Director Nominating Process**

The Board discussed ways to improve the director nominating process. Suggestions included a three year term limit for the chair of the nominating committee and a five year term limit for the members of the committee. An open nominating committee chair

position will be filled by an outgoing OWB member when possible. Mankin will draft the policy and present it to the Board at the April 10, 2007 meeting.

### **Marketing Committee Input**

Farthing reported on the outcome of the recent marketing committee meeting.

#### Touring Guide

The marketing committee agreed on the proposed touring guide plans that were presented. The role of the piece will be to entice people to visit the state and our wine country. It will not have pushpins for each tasting room, but rather will tell the unifying statewide story and will be designed to complement the regional maps, all of which list wineries specifically.

#### Public Relations

The four prongs of the messaging strategy were presented by Boettner; the marketing committee generated several story ideas.

#### Oregon Bounty

With regards to improving Oregon Bounty, the OWB and Travel Oregon have been working to target consumers that are more likely to pay a tasting fee and purchase wine. The committee suggested a change in the requirement for participating in the promotion: wineries to be open all weekends during the two month promotion and pay a small fee to be included in the touring book.

#### Maps

The OWB is looking to have The Map Store produce state wide and regional Oregon vineyard and winery maps. The maps produced will have a customized option to include a winery and/or a regional association logo. Vineyard climate maps can also be produced.

### **Ag Stats**

The 2006 Oregon Vineyard and Winery Report conducted by the USDA National Agricultural Statistics were released and reviewed by the Board.

Girard adjourned the meeting at 4:03pm.