

**OREGON WINE BOARD
MEETING MINUTES
APRIL 10, 2007
ASHLAND, OREGON**

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

Guests: Laura Lotspeich, Pheasant Hill Vineyard and Joel Myers, Silt Stone Wines and Duarte Nursery

Staff: Ted Farthing (Executive Director), Sara Gourley

Call to Order

Girard called the OWB meeting to order at 12:41pm

Minutes Approval

Chambers moved, Jones seconded to approve the minutes of the February 20, 2007 Oregon Wine Board meeting. Motion passed unanimously.

Quarantine

Joel Myers of Slit Stone Wine and Duarte Nursery approached the Board requesting a review of the current Glassy-winged Sharpshooter Quarantine (603-052-1221). The current quarantine prevents nurseries from shipping to growers at an appropriate planting time. This is due to the timing of inspection, pest and disease management and prevention that is required before plants leave an out of state nursery. Revising the current quarantine could make the process of planting vines originating from out of state more efficient and effective.

Mankin moved, Chambers seconded to task Farthing to call the Oregon Department of Agriculture to inquire about the review process of the quarantine and what role it would like the OWB to take; and Jones to write a letter to the research committee outlining the proposed quarantine changes to get their input. Motion passed unanimously.

Proposed Nursery Tax

Based on a recommendation from Ray Ethell of Broadacres Nursery at the January 9, 2007 meeting, revenue from a plant tax could be used to fund the financially challenged Northwest Grape Foundation Services. Farthing and Jones will contact Oregon nurseries to understand the issue and get their input on implementing a plant tax.

Research Proposal Review

On March 5, 2007 the Research Reviewer Committee met to discuss and rank 31 research proposals submitted to the OWB for funding cycle 2007-2008. Of the 31 proposals the committee recommended nine projects for the OWB to fund amounting in \$236,776 for 2007-2008. In addition to the research projects to be funded, Oregon State University (OSU) approached the OWB to fund one quarter of a full time employee position for extension entomologist Vaughn Walton for one year. Walton is viewed as an invaluable asset to the Oregon wine industry therefore the Board is in favor of funding one quarter of Walton's position in an effort to keep him at OSU. However, the Board

does not want to use money budgeted for research to pay for Walton's position. Furthermore, there is \$20,000 in the 2006-2007 "urgent solutions" budget that has not yet been allocated for use.

Adelsheim moved, Chambers seconded to use the \$20,000 from urgent solutions in the 2006-2007 budget that was not spent and put it in the research budget for 2007-2008. Motion passed unanimously.

Peterson-Nedry moved, Jones seconded that the OWB commit to the entomology position for Vaughn Walton amounting in \$21,750. Discussion: It would make sense to fund one of Walton's short shoot syndrome research proposals. Motion passed unanimously.

Chambers moved, Mankin seconded that the Board intend to fund the 9 research proposals as summarized by the attached spreadsheet pending results from the Guiding Committee Meeting on April 12, 2007. At the May 15, 2007 meeting the Board will vote on specific funding. In favor: Chambers, Mankin, Girard, Adelsheim, McClellan, Peterson-Nedry, Olmo. Abstained: Jones. The reason is that Jones does not want to vote to fund his own son's research project. Motion passed.

Wieden + Kennedy Marketing Research Review

Farthing presented the implications of the Wieden + Kennedy marketing research to the Board. There is also a marketing committee meeting on May 10, 2007 to review these findings.

Future Marketing Research

Farthing will proceed with obtaining a proposal from Christian Miller of Full Glass Research to conduct quantitative market research. The goal of this research is to find the reach and impact of the Oregon wine brand and give insight to Oregon wine demand trends.

Calendar Board Meetings 2007-2008

Reference attached 2007 and 2008 Meeting Calendar & Locations. In the winter months there will be Board meetings every month to allow time for members to attend meetings and approach the Board. In the summer months Board meetings will occur every six weeks since this is a busy time for those in the vineyards, wineries, and tasting rooms.

Adjourn

Girard adjourned the meeting at 3:59pm.