
1999

LIVE 1999 Meeting Minutes

LIVE (Low Input Viticulture & Enology)

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Appoint Board Members: Ted Casteel, Elizabeth Bruncker, Al MacDonald, Greg Mills (temp), Dick Daniel, Carmo Vasconcelos, and Dai Crisp.

Budget: \$15,000 to WAB

Other Business:

- Get out packets to members
- Certification update
- Presentation



Attending: Carmo Vasconcelos, Ted Casteel, Dai Crisp, Encarna Cuevas, Dick Daniels, Pat Dudley, and Al MacDonald.

Guest: Dan Kent

Call to Order: Al MacDonald called the meeting to order.

Approval of minutes: Ted Casteel moved minutes from previous meeting be accepted. Minutes were approved.

Funding Update: Al spoke about the fact that no money had been received from WAB yet so money wasn't yet available for bill repayment or other projects. He also presented approximate costs for the logo and design work-roughly \$2000 to develop a logo that would work for label use on informational materials and wine bottles. The idea is a graphically simple Pinot noir leaf with a wineglass inside. A comment was made that it would be important to make it recognizably Oregon symbol to distinguish it from other states. Al said that the corporate non-profit forms were ready to submit.

Inspections: Incarna said that people involved in the program had a generally positive attitude. People are very interested in improving their vineyards. Forms however were not ready and filled out. Most passed inspection. 15 species of cover crop mix a large problem for most people. There were questions by many about why it is necessary to have soil-petiole tissue test and spray records.

The need to schedule annual meeting perhaps in early December was addressed.

Salmon Safe: Dan Kent from the Pacific Rivers Council presented a short history of the Salmon Safe program and the council's development of the program. They didn't have a large advertising budget so they focused on a point of purchase campaign. They developed a logo that is used on wine bottles. Cameron Winery was using this on their 1997 release and Bethel Heights Winery was an early leader in this effort. The idea was to promote "field to store shelf". The council established criteria for Salmon Safe Certification with the following main areas of concern. 1). Buffer or riparian areas. 2). Chemical use and containment. 3). Erosion-sediment control. 4). Water use and irrigation efficiency. 5). Livestock management. The program received funding from grants. Advantages identified for participants included market recognition and access to certain markets. Al proposed Salmon Safe be accepted into LIVE certification. Cost of this needs to be determined. Dan said he and others would review the guidelines and if OK would move forward. Salmon Safe certifiers were 2 Americorps employees.

Ted made a motion to make the LIVE certification requirements include the Salmon Safe certification requirements. The motion read: Work to form an alliance to include the certification program with Salmon Safe. The motion was seconded by Carmo and was approved.

Adjourn.





Attending Board:

Al MacDonald, Ted Casteel, Diane Kenworthy, Carmo Vasconcelos, Elizabeth Brunker

Guests:

Pat Dudley & Susan Bard

Review of Financial Statement:

WAB grant came November 17, 1999 (partial)
IOBS was paid \$500.00
Porter hasn't sent a bill yet

Discussion of LOGO

Concept of wine glass and leaf is okay. Leaf shape should be more like a Pinot noir leaf. It was decided to do a flyer rather than brochure at this time using recycled paper and one color.

Ernst Boller

Will come in August 2000. Our expenses will include airfare (as well as normal tariff.) food, and lodging for three nights.

Salmon Safe:

See letter as of November 1999. We need to address riparian buffer zones in our guidelines. Salmon safe LOGO could also be used by LIVE. They would like us to also use AGROECOLOGY N W as our certifier.

Hire staff to finish inspections

Annual Meeting

Probably will be in first part of January at Oregon State University.

Other Items

Diane will find out about conference on integrated production in Asilomar, California. Al applied for EPA grant. Several conferences related to I. P. in fruits are upcoming. One in Spain.