
2002

LIVE 2002 Meeting Minutes

LIVE (Low Input Viticulture & Enology)

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Attending: Pat Dudley, Brant Dutton, Teresa Soler, Dan Kent, Erik Brasher, Al MacDonald, Jim Bernau, Ray Straughan, Elizabeth Brunker, Dan Duschee, and Annie Connelly.

Al MacDonald called the meeting to order 1:35 p.m.

Financial Report- Al informed the board of LIVE's three different budgets and where the money is designated to go. LIVE will be running out of funding in October. WAB amount varies year to year. He also informed the board about the WAB retreat and the focus being the industry sustainability. Quality and sustainability was the message received at the meeting. LIVE and Salmon Safe should be more involved with WAB as their outlets for sustainability. Ray added a special marketing grant might help LIVE achieve marketing and resources.

Membership Report: LIVE has 41 participating members. The only thing LIVE has that different certification organizations don't have is IOBC certification. Ray mentioned charging wine fees. IOBC technicalities: Pesticide list has to be reviewed. IOBC is not happy with the way LIVE inspections are being conducted. LIVE needs to educate our members; possibly hire a public outreach person.

The LIVE label needs to have marketing value in the marketplace. It's recommended that we divide our staff into half to focus on technical issues, and half needs to focus on marketing issues. Pat Dudley spoke of having the LIVE label on her wines but it doesn't have any marketing value.

Marketing:

Jim Bernau added some great new ideas. He feels the word "sustainable" on the label has marketing value. LIVE and various other programs need to come up with a label that is self explanatory. Jim recommended Oregon devise a "branding" ring to go around our logo's. The government would design the ring and whatever program was certifying, it would mean the same thing to consumers, and it's produced and certified, so to speak, endorsed by the state. Oregon branding standard-will help our consumers make good purchasing decisions as well as help our marketing efforts. Annie brought up the next step would be bringing all three programs together before approaching the state about a branding ring.

There was much discussion about possibly integrating LIVE with OWAB. Have the Oregon Wine Association staff the LIVE program. Jim believes Oregon should adopt the same organizational structure as the State of Washington.

Pat mentioned working together with the Food Alliance to certify vineyards together. There was a lot of discussion regarding what direction to move next.

Dan Kent purposes marketing nationwide for individual wineries.

Annie mentioned ideas of linking our industry with California's industry. California is forcing its growers to be sustainable, Oregon is doing it voluntarily.

Annual Meeting: To be held on April 5th, at Willamette Valley Vineyards or possibly the Wine Symposium in February. Elizabeth and Dan will not be continuing on the LIVE Board...Pat Dudley will consider being on the Board. Jim Bernau would like to be on the Board. This needs further discussion at the annual meeting.

Other Business:

Annie made a motion to have Jim Bernau to look into a sustainable brand. Ray seconded. Motion unanimously approved. Dan Kent will talk with The Food Alliance about combining resources. Jim would need ideas about messages the brand will give.

This program should integrate with the Oregon Wine Advisory Board. If LIVE combines with the OWAB, the outside costs will be about 10 thousand a year.



Request for variant:

Review of variant form, Al briefly described the nature of the form. There was brief discussion of this form but no conclusions made about its place in the program.

Jim made a motion that OSU helps with efforts to help LIVE achieve a reputation. Annie seconded. Motion approved. Annie further stated she thinks we should come up with a plan to create a big brother program with the LIVE certified people.

The Board likes the idea of a certified sustainable sign for the winery signs.

Jim's requested everyone write to him individually to let him know what they'd like to see in program improvements. He believes it is a much focused program and it can be much bigger.

Educating the members is the priority.

Salmon Safe Update:

Salmon Safe-diversifies their agriculture, the city of Portland approached Salmon Safe to certify city parks. They are under a contract with the city to certify city parks. SS is talking with Scientific Certification Services.

Dan sees benefits going back to the growers for certification efforts. Natural Step Network. Promotes ecology through a European framework. Jim recommends we present the membership at the annual meeting with the drawings of the sustainable stamp. We may be able to get Governor Kitzhaber to come to the annual meeting. Jim also thinks we should have a retailer to present ideas about sustainability in the current market, also perhaps a distributor.

Jim will ask the governor. We will invite everyone in the industry and will try to have talkers about our meeting on the tables at grape day.

Meeting adjourned at 3:25 p.m.



Attending: Ray Straughan, Elizabeth Og, Alex Sokol Blosser, Steve Walker, Mary Walker, Stirling Fox, Maria Ponzi Fogelstrom, Elizabeth Brunner, Pete Buffington, Luisa Ponzi, Myron Redford, Luci Wisniewski, Norbert Fiebig, Jim Kakacek, Jim Bernau, Ernie Pink, Dena Drews, Steven Wersig, Jack Trenhaile, Mark Wisnovsky, Mary Ann Potter, Mark Gibbs, Emily Gladhart, Ivan Wells, Martha Wells, Shirley Brooks, Judy Olsen, Kurt Krause, Bryce Bagnall, Randy Gold, Mark Epp, Simon Burr, Traute Moore, Kurt Lotspeich, Jim Huggins, Steve Anderson, Philip Van Boskirk, Mike Green, Janet Richards, Peter Gladhart, Jim Mackay, Travis Watson, Daniel Fey, Brant Dutton, Al MacDonald, Jackie Dole, and Teresa Soler. Many other were present but failed to sign in.

Call to Order: Al MacDonald called this meeting to order at 11:10 a.m.

President's Statement: Al briefly informed the group of LIVE's current IOBC status and why it is important to be certified by them. He introduced the Board of Directors and informed the membership of terms that are up.

Elections: To be held in the afternoon session.

Financial report: Al reviewed LIVE's financial status showing an overhead of the programs annual costs of running. He announced the EPA grant will run out this year and there is a possibility OWAB may not be able to give us another grant. He discussed charging more for membership dues leading to a permanent funding situation.

Membership Report: Al reviewed LIVE's membership status, it is down from last year but the program has never been stronger and more recognized.

Program Update: Al reviewed the list of certified wines and informed of an upcoming tasting. There was discussion regarding marketing possibilities and quality control efforts.

Inspection Report: Al explained how inspections had been conducted in 2001. He also discussed hiring an independent third party inspection team to conduct 2002 inspections.

New Business: There was much discussion about the marketing of LIVE wines. The group brainstormed ideas and shared opinions about the program.

12:00 p.m. Break-Resume meeting at 1:00 p.m.

Al summarized what was discussed prior to the break.

There was brief discussion regarding pesticides and their little usage in Oregon vineyards.

Al motioned that all insecticides be taken off the LIVE approved pesticide list, Annie Connelly seconded, motion passed.

Al discussed LIVE's finances and opened discussion for ideas. The members did not want to raise dues and supported the organization running on volunteers until it had marketing worth. Annie mentioned the idea of charging wineries a fee that want to use the label from certified vineyards. The group discussed more strategies on marketing and financial development.



Elections: Jason Jardine, Jim Bernau, Jackie Dole and Travis Watson are LIVE's newly elected Board Members. Jackie Dole was appointed Secretary by Al.

Al MacDonald, President

Jackie Dole, Secretary

Anne Connelly, Treasurer

This meeting was adjourned at 2:30 p.m.



Attending: Annie Connelly, Jim Mackay, Dan Kent, Jessica Howe, Jackie Dole, Travis Watson, Jason Jardine, Ray Straughan, Teresa Soler, & Al MacDonald

Call to Order at 1:54 p.m.

Annie motions to approve previous meeting minutes, unanimously approved

President's Statement: Al MacDonald discusses grants submitted. He has submitted a grant to the OWAB and the research committee has approved \$6000. He also submitted a grant to National SARE for a program outreach worker. This funding will be decided in mid June.

Status of International Certification: Al received the IOBC endorsement for 2002. The IOBC would like us to change LIVE's inspection process using third party inspectors.

Membership Report: The Board read the membership report prepared by Teresa. LIVE currently has 38 members that have renewed for 2002. There are 10 certified members whom have not renewed yet this year. All together LIVE has 44 certified members, and 4 members awaiting certification.

Financial Report: Al MacDonald informed the Board of LIVE's financial status and the program needs more income. Ray mentioned the idea of charging winery fees for using the LIVE logo. The Board discussed an application fee for wine submittance. Other ideas included fees for using logo, sliding scales for fees, inspection fees, & Associate members. **Annie motions to charge wineries for certified wines w/press package and an application fee for vineyards submittance. This motion was tabled until the next meeting in order to do some research on dollar amounts. Teresa and Annie will work together to establish dollar amounts for the ideas, to be presented at the next meeting.** The idea of a LIVE wine auction was also presented; Ray Straughan will look into resources for this idea to be developed further. Also, perhaps targeting vineyard management companies to support the sustainable message.

Inspections

Develop an inspection plan for 2002

The Board discussed charging inspection fees in 2003. Jackie will look into costs and give the Board a figure for inspections at the next Board meeting.

Salmon Safe Update: Salmon Safe is working with the Oregon Tilth to offer a Salmon Safe Organic label. Their message is embracing biodiversity. They maintain an ongoing relationship with the Food Alliance. The Food Alliance is interested in possibly integrating with LIVE but the Board agrees it may not be a good idea due to the Food Alliances amount of fees. Salmon Safe is also developing new marketing materials including a new brochure and retail wine piece: "Drinking Wine, Saving Salmon"

Other Business:

Ray Straughan-Marketing the LIVE logo presentation- Ray says he will coordinate the October auction event and web auction. He would like to see LIVE brochures and other materials at all tasting events and wine events. LIVE needs to get the brochures professionally printed, front cover should be green.

LIVE Goals: The Board made the goal of doubling membership by the same time next year. Also, establishing press kit and getting more involved in wine related events.



Teresa will send applications and letters to wineries involved with Salmon Safe but not LIVE certified to try to get participation. Teresa will also circulate membership update to the industry to include website statistics to show the industry international interest in LIVE.

Annie and Jessie are preparing a grant to create a regional model with growers providing information through interactive workshops. They hope to make the workshop available online and perhaps a promotional video to follow.

Adjourn: Al MacDonald adjourned this meeting at 3:23 p.m.



Attending: Al MacDonald, Jason Jardine, Brant Dutton, Teresa Soler, Dan Kent, Ray Straughan, Annie Connelly, & Travis Watson

Meeting called to order: Al MacDonald called this meeting to order at 1:42 p.m.

Review of minutes of previous meeting-Ray motioned to approve, the Board unanimously approved.

Presidents Report: Al MacDonald informed the Board LIVE's funding is temporarily sustained. We have enough to perform inspections and cover operating expenses for the year. We have a few grants in the works. Al will be meeting with EPA in a couple weeks to discuss online educational seminar and perhaps submit a grant for further development.

Financial Statement: The group reviewed the financial statement, LIVE has enough money to pay for inspections and part time staff person for the remainder of the year.

Membership Report: Teresa reported LIVE has 42 paid members for 2002.

Inspection Report: Teresa informed the Board of the 22 vineyards to be inspected. Discussed who will accompany inspectors. **Ray motions to hire inspectors –Agro Ecology Northwest, the Board unanimously approved.**

Other Business

Salmon Safe update: Salmon Safe has new standards, posted on website. Major change in standards is biodiversity. Added a new non aquatic biodiversity protection section. Salmon Safe has developed a relationship with the Oregon Tilth and can now offer the Salmon Safe certification for certified Organic farms. SS has the goal of having either sustainable or certified organic vineyards as partners. Salmon Safe has expanded to the Applegate region; SS has money to help them come on board the program. Tim Franklin is the contact for the Applegate region.

Promotion Committee: Ray inquired about Pat Dudley and Susan Sokol Blosser, regarding wine auction. Look for people who want to donate wines.

This meeting was adjourned at 3:05 p.m.



Attending: Jim Mackay, Jackie Dole, Ivan Wells, Martha Wells, Brant Dutton, Al MacDonald, Teresa Soler, Dan Kent, Norbert Feibig, Janet Richards, Bill Wittenberg, Ray Straughan, Luci Wisnewski, Mark Epp, Jessica Howe, Bryce Bagnall, Ronnie Lacroute, Stirling Fox, Travis Watson, Maria Ponzi, & Carmo Vasconcelos

Call to Order: Al MacDonald called this meeting to order at 1:20 p.m.

President's Statement: Al discussed IOBC and submitting documents for final certification in Spring 2003. IOBC currently costs about \$1000 per year.

Membership Report: Need to increase membership base. Al talked about membership and the need for more funding to do more public outreach.

Financial Statement: Al discussed LIVE's low operating costs, and the EPA grant ending. He also discussed members using LIVE as a tool to make a statement to the public about the practices used in Oregon grape growing.

Salmon Safe Update: Dan Kent briefly introduced SS and what their relationship to LIVE is. Integrated with LIVE a couple of years ago, SS refers vineyards to LIVE. Will be trying to get Southern Oregon to be a growth region, SS is direct mailing to farmers in the Applegate region. SS is also working with Tilth to certify organic farms. New urban project certifying parks. SS works a lot on the marketing side, with wines. In process of putting together quite a bit of collateral. SS is reprinting brochures highlighting relationship with LIVE. Also in process of launching new website highlighting SS and LIVE vineyards, would also like to do a vineyard tour of LIVE vineyards. Taking a page from Chef's collateral, wallet guide of SS/LIVE wines. Offered to co produce with LIVE. Water, Wine, & Dine.-great feedback. 15 - 20% sales increases after promo event. Dan invited growers to collaborate, pay costs for personalized brochures.

Other Business

Maria Ponzi gave an update on the Water, Wine, and Dine Promotion at Natures in Portland. Incorporated all New Seasons Stores, Ross IGA, and Whole Foods, about 15 restaurants or so. Bigger event, saw increases in sales. Her interest was in educational aspect for consumers and retailers. There is a real desire to know more about what LIVE is...also a need for technical information. Maria would like to get a panel together for next years event. Discussed opening event to other stores. One suggestion, would love to have a shelf talker or information where they sell wines. No neck hangers, but shelf talkers.

Marketing

A group of people meeting right now to reorganize the Oregon Wine Advisory Board and WAB. They want to organize all organizations to merge. Using sustainable agriculture as the cornerstone for the Oregon industry. Current wine advisory Board would be eliminated, Governor would appoint new Board and would have the power to do things they cannot now.

Technical

Stirling Fox agreed to help out with editing the Technical Guidelines and Scoresheet.



Fundraising/Grant Writing

Jessica Howe discussed the Western SARE grant, for going on the road and doing workshops in each region. Submitted grant, preproposal was excepted, unknown if completely approved. Looking at about a year from now bringing these workshops, discussion and teaching people to how to be sustainable.

Education

There was discussion on educating members, the industry, and retailers. Maria Ponzi would like to see the program work to educate.

Discussion and presentation: Al opened up the floor at 2:00 p.m. for discussion. There was much discussion about the Vineyard Scorecard and the Technical Guidelines. Carmo suggested different guidelines for different regions.

Stirling Fox will work with Al MacDonald and Carmo Vasconcelos and traditional growers to review LIVEs guidelines.

Maria Ponzi is head of marketing committee; Jackie Dole will also be on the marketing committee.

Carmo did a presentation on spider mites

The group met for a break at 2:40 and continued with a Board meeting at 2:50 p.m.

The group discussed the appeal letter LIVE received from a member. **Carmo motioned for warning, Travis seconded, unanimously approved.**

Al adjourned meeting 3:15 p.m.