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2004

## LIVE 2004 Meeting Minutes

LIVE (Low Input Viticulture & Enology)

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**LIVE BOARD**  
**MONDAY JANUARY 5, 2004, RED LYON SALEM**  
**BOARD MEETING MINUTES – PAGE 1**



**BOARD:** David Adelsheim  
Ted Casteel\* (Treasurer/Secretary)  
Steve Girard\* (Vice President)  
Earl Jones  
Laura Lotspeich\* (President)  
Harry Peterson-Nedry\*  
Scott Shull  
John Weisinger  
\*LIVE MEMBER

ABSENT: Norm McKibben

**STAFF:** Betty O'Brien (OWB Interim Executive Director)  
Rose Nelson (OWB Programs Manager)  
Kirsten Wall (OWA Director)

**GUESTS:** Alan Campbell (OVID)  
Dr. Bob McGorin (OSU Food Sciences)  
Dr. Ulrich Orth (OSU)

**CALL TO ORDER:**

Adelsheim called the LIVE Board to order at 3:06 p.m.

**MINUTES:**

- McGorin asked that the name "Orenco" be amended to "Azarenko".
- Girard moved, Casteel seconded and the Board unanimously determined to accept the Minutes from November 18, 2003.

**ELECTION OF OFFICERS:**

- Lotspeich reminded that the Board must elect a President, Vice President, Secretary and Treasurer according to LIVE by-laws.
- Casteel moved, Girard seconded and the Board unanimously determined to elect Lotspeich as President, Girard as Vice President and Casteel as Secretary/Treasurer.

**OVID:**

- Lotspeich moved, Girard seconded and the Board unanimously determined to take on OVID as a project under the LIVE program such that a) LIVE will administer the OWB grants on to OVID, b) Alan Campbell will be hired under contract to conduct the OVID project, c) LIVE will be responsible for helping collect and administer any additional monies owing to OVID including the collection of pledges and monies currently held on behalf of OVID by the Yamhill County Wineries Association, and d) LIVE take on the responsibility of contracting

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a programmer for creation of the OVID database following contract review by legal counsel at Davis Wright Tremaine.

**ADJOURNMENT:**

Lotspeich adjourned the LIVE meeting at 3:24 p.m.

**MINUTES APPROVED:**

\_\_\_\_\_  
LIVE Secretary Signature:

\_\_\_\_\_  
Date:

**LIVE BOARD**  
**WEDNESDAY FEBRUARY 25, 2004, ROXYANN WINERY**  
**BOARD MEETING MINUTES – PAGE 1**



**BOARD:** David Adelsheim  
Ted Casteel\* (Treasurer/Secretary)  
Steve Girard\* (Vice President)  
Earl Jones\*  
Laura Lotspeich\* (President)  
Harry Peterson-Nedry\*  
Scott Shull\* (Shull excused himself at 4:00 p.m.)  
John Weisinger

**\*LIVE MEMBER**

**ABSENT:** Norm McKibben

**STAFF:** Betty O'Brien (OWB Interim Executive Director)  
Rose Nelson (OWB Programs Manager)  
Kirsten Wall (OWA Director)

**GUESTS:** Traute Moore (Quail Run/Griffin Creek Vineyards)

**CALL TO ORDER:**

Lotspeich called the meeting to order at 3:31 p.m.

**MINUTES:**

- Girard moved, Shull seconded and the Board unanimously approved the minutes from January 5, 2004 as written.

**MEMBERSHIP REPORT:**

- Lotspeich handed out the membership report and membership forms for all Board members who are not yet signed up with LIVE.

**FINANCIAL REPORT:**

- Lotspeich circulated the LIVE and OVID financial reports.
- Lotspeich informed the Board that US Bank requires the Board appoint authorized signatures for the account by vote. Lotspeich asked for a motion.
- Shull moved, Girard seconded and the Board determined to appoint Casteel, Lotspeich, and Girard all as signatories on the bank account in addition to Teresa Soler.
- Lotspeich reviewed the financials with the Board.
- The Board discussed ideas for gaining additional income for LIVE through grant writing.
- Lotspeich handed out a list provided by Soler on her duties. Lotspeich reported to the Board that Soler's salary is paid out of dues income and that the dues does not support the true cost of office operations or staff time. Lotspeich informed the Board that Soler reported working on average 40 hours/week, though her compensation is fixed at \$1000 per month. Soler had indicated to Lotspeich that this negotiation was arranged due to the limited budget of LIVE.



**OVID:**

- Wall explained to the Board that she had contacted Sue Horstman at the Yamhill County Wineries Association to remit monies held on behalf of OVID to the LIVE bank account. Wall reported that Soler intends to establish a separate bank account for OVID monies, but that current OVID monies reside at and are accounted for under the LIVE account. Wall reported that the monies transferred from YCWA were funds received from industry contributions last year. Wall further reported that the first \$5000 paid to WetKitty Design for OVID database development were paid out of the membership contributions. Wall informed the Board that an additional \$1000 was due immediately to WetKitty to complete the first half of the design contract. Wall stated the next payments would need to come from grant monies paid by the OWB. Wall further informed that the OWB had cut a check to Alan Campbell for the most recent \$5000 installment of the OVID grant; Campbell was asked by Wall to mail that check directly to Soler for deposit in the bank account.
- Wall explained that Campbell owed the OWB a report on March 31, 2004 and again on June 30, 2004 to close out existing grant agreements. Wall reported that Campbell is aware of the deadlines.

**ADMINISTRATION:**

- Lotspeich reported that on February 19 a meeting was held at the NW Viticulture Center to discuss LIVE administration. At the meeting Soler asked for assistance with press releases and bookkeeping, and asked for committees to be assigned. Soler had indicated that she would handle membership communication and recruitment. It was resolved that Katie Stoll at the OWB would handle the bookkeeping for LIVE as well as deposits. Soler had asked to have an audit committee (non-financial) and a technical review committee (for appeals) established.
- Mrs. Moore asked how important certification is in comparison to education about sustainable practices. Moore felt the market place did not bare the cost of certification. Moore explained that her personal desire is to farm sustainably, but that she would be more interested in the extension of education on sustainable practices to more vineyards and wineries. Moore felt that money would be better spent on teaching practices more broadly and on promoting such practices than on certification. Moore asked the Board to consider changing the certification to a name that would be more immediately recognizable for consumers and the general public. Moore expressed that LIVE may have name recognition in European Countries among consumers but not among U.S. consumers.
- O'Brien commented that any other certification does not preclude LIVE and asked the Board to endorse many programs that are sustainable in practice.
- Casteel suggested that it might be difficult to embrace everything, such as biodynamic. Casteel stated that LIVE is the most inclusive program thus far established. Lotspeich commented that it is also the most flexible program. Lotspeich asked that the technical committee address concerns raised by Moore.



**PROGRAMS:**

- Lotspeich suggested that more of LIVE's efforts could be toward in-state and out-of-state education for industry members. Lotspeich noted that the budget does not currently support these educational efforts; the budget also does not include the cost of producing the handbook.

**HANDBOOK:**

- Soler is working on the handbook as she has time, but has not prioritized the project due to lack of funding.
- Adelsheim suggested that Soler seek some grants to help pay for the production of the handbook.

**ANNUAL MEETING:**

- Lotspeich handed out the agenda for the Annual Meeting (addendum), which the Board reviewed.

**501 (c) (3):**

- Lotspeich shared that some members have expressed concerns about changing the LIVE 501 (c) (3) to a broader foundation for the industry; members have also expressed concerns about changing the by-laws of LIVE. Lotspeich asked that the Board not consider any changes until after the membership has been given time to hear the options and hold discussion at the upcoming Annual Meeting.
- Weisinger suggested that the board establish its own "Sustainable Agricultural Foundation" by establishing a new 501 (c) (3).

**LEGAL REPORT:**

- Lotspeich shared the legal report as provided by Jess Lyon.

**BOARD RESPONSIBILITIES AND MANAGEMENT DISCUSSION:**

- Lotspeich expressed that she felt her role, as President, was as a liaison with the membership and the staff.
- Casteel suggested the Board take time to carefully consider its responsibilities to LIVE and to carefully consider a recommendation to establish a new 501 (c) (3).
- Lotspeich asked that any Board or staff copy the Board and other staff (including Soler and Al MacDonald) on matters pertinent to LIVE.
- Girard asked that by April 1, 2004 that LIVE inform him of the amount they will need to fund their programs; Girard explained that he would need the figure for OWB budgeting purposes.
- Adelsheim felt that he was growing increasingly uncomfortable about proposals to change the LIVE by-laws to allow the industry to use its 501 © (3) status to establish a foundation for the following reasons:
  - The 36 LIVE members have not been involved in discussions regarding redefining the 501 (c) (3) by-laws;

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- The OWB requires the use of a 501 (c) (3) quickly if it wishes to do any fundraising activities, and this does not allow for careful consideration by LIVE members;
  - LIVE currently needs to be reinvigorated as a program and must be self sustaining rather than sustained by the OWB.
  
  - Adelsheim requested a fast timeline for either transferring the 501 (c) (3) to a foundation name or for immediately creating a new 501 (c) (3) under the supervision of the Oregon Wine Board. Adelsheim also stated that Davis Wright Tremaine was willing to explore the option of drafting and filing a 501 (c) (3) for the Board at no cost.
  - Lotspeich informed that this discussion should take place at the annual meeting, adding that Soler sent an email reminder to members about the meeting.
  - Jones commented that he would like to have and support a program for sustainability that is recognized in the marketplace.
  - Adelsheim affirmed Jones' statement saying that there must be promotional ability behind any certification process.
  - Lotspeich asked whether the Board had considered what benefits the LIVE program might expect if the members allow usage of their 501 (c) (3) status?
  - Peterson-Nedry stated that he felt that in exchange LIVE would receive administrative support and guidance from the OWB Directors.
- Casteel moved and Girard seconded and the Board determined to ask the Oregon Wine Board to immediately initiate creation of a 501 (c) (3) non-profit if the LIVE membership does not wish to change its by-laws.
- Jones suggested the name "Foundation for Oregon Wines & Vines" for the 501 (c) (3).

**ADJOURNMENT:**

Lotspeich adjourned the LIVE meeting at 4:50 p.m.

**MINUTES APPROVED:**

\_\_\_\_\_  
LIVE Secretary Signature:

\_\_\_\_\_  
Date:



**Attending Board:**

Laura Lotspeich  
Ted Casteel  
Steve Girard  
Scott Shull  
David Adelsheim

**Attending:** Erik Brasher, Jim Mackay, Teresa Soler, Al MacDonald, Ray Straughan, Annie Connelly, Kurt Lotspeich, Carmo Vasconcelos, Janet Richards, Steve Walker, Rose Nelson, Donna Paradis, Jim Mackay, Norbert Feibig, Stirling Fox, Ray Nucló, Elizabeth Ogg, Matt Compton, Randy Gold, Barney Watson, Lowell Ford, many others were present but did not sign in.

**Call to Order:** Laura Lotspeich called this meeting to order at 1:12 p.m.

Al MacDonald, past president gave a brief update of the OWB and LIVE's involvement, introduced Laura Lotspeich, President and Laura gave a brief introduction. Laura briefly presented the new members of the OWB. There was brief discussion about marketing the LIVE program versus educating the industry on sustainability.

**Financial Report – (attached)** Al MacDonald reviewed LIVE's financial report. Projected expenses are based on what the organization has been running on for the past couple years. The group had several concerns about finances.

**Membership Report – (attached)** Teresa Soler reviewed the membership report.

**IOBC and EPA Report-** Al discussed the positive outcome of the IOBC inspectors' visit in December for semi-permanent certification status. Al MacDonald updated the group on LIVE's EPA affiliation and the EPA awards, PESP, the LIVE program has received.

**Salmon Safe Update-**Al MacDonald briefly reviewed the Salmon Safe update Dan Kent provided LIVE with. The group had a brief discussion about Salmon Safe's marketing success.

**LIVE Wine Update-**Teresa Soler informed the group of LIVE's 52 certified wines.

**Other Business-**Laura Lotspeich opened the floor for discussion on future program needs and how the OWB can support LIVE. There was discussion about membership, marketing, and finances. The group's major concerns were how to make LIVE a recognizable program in the industry how to fund these efforts.

**This meeting was adjourned** 2:14 p. m.



## Membership Report

February 20, 2004

LIVE's membership renewals are coming in daily but new membership has slowed. The program has many requests for information as well as a lot of out of state interest. LIVE has had several out of state requests for program certification extension, presentations, and interviews. LIVE receives a lot of its press from out of state sources interested in learning about integrated production for use in vineyards in similar regions.

Currently the program has:

- 1426.5 certified grape acres
- 2812.5 certified farm acres
- 275 vineyard acres awaiting certification
- 570.2 farm acres awaiting certification
- 30 certified members
- 16 members awaiting certification
- 52 certified wines
- 36 inactive members

Website: In the month of January 2004 LIVE served 1224 website sessions. On average, LIVE receives about a thousand visitors a month to its site. European traffic averages about 30 visits per month and Asia about 20. The most frequently visited pages on the site are the technical guidelines, wines, and forms.



**LIVE Financial Report**

**February 20, 2004**

**Income:**

**Opening balance actual 1/1/04: \$3,575.45**

	<b>Actual</b>	<b>Projected 1/01-6/04</b>
Inspection Dues	\$250.00	\$1,250.00
Membership Dues	\$1,600.00	\$3,000.00
Membership Handbook	\$0	
WAB Grants	\$0	\$5,000.00
OVID	\$5,745.32	
<b>Total Income</b>	<b>\$7,595.32</b>	<b>\$9,250.00</b>

**Expense**

Accounting Fees	\$0	\$119.00
Bank Charges	\$0	\$40.00
Inspection Services	\$0	\$0
International Certification (IOBC)	\$0	\$883.29
Legal Fees	\$50.00	\$2,650.00
Payroll Taxes	\$566.00	\$607.60
Telephone	\$167.20	\$460.14
Personnel	\$1,403.00	\$6,000.00
Postage	\$77.79	\$237.75
Printing and Publications	\$39.40	\$1,380.04
Program Service Supplies	\$0	\$98.37
Stickers and Signs	\$0	\$27.99
Travel	\$10.00	\$102.00
Web Page	\$0	\$99.00
OVID	\$5,745.32	
<b>Total Expense</b>	<b>\$8,058.71</b>	<b>\$12,705.18</b>

**Current LIVE balance 2/20/04-\$3,112.06**

LIVE Annual Membership Meeting Minutes  
March 2, 2004  
OSU Alumni Center





**LIVE Board of Directors**  
Effective July 27, 2004

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**Al MacDonald**

Low Input Viticulture & Enology, Inc.

Post Office Box 102 Veneta, Oregon 97487

Tel/Fax: 541.935.4333



**Attending:** Al MacDonald, Stirling Fox (**President**), Steve Girard (**Treasurer**), Luci Wisniewski (**Secretary**), Ted Casteel, & Dan Kent.

**Call to order:** This meeting was called to order by Al MacDonald at 1:26 p.m.

**Election of officers:** Al moved nominations be closed and officers be accepted as is, unanimously approved.

**Financial report & approval of budget:** Budget approved by Steve Girard.

**Discussion of OVID and LIVE relationship:** OVID has its own board of directors. The LIVE board agreed OVID offers LIVE no benefit in a future relationship.

**Committee reports:** Stirling briefly reviewed the technical committee meeting results.

**Select a committee chair for fundraising:** Teresa asked if LIVE could certify other agencies. Steve asked what other fundraising avenues are out there other than OWA. Al mentioned LIVE is able to apply for any sort of foundation grants. Dan expressed foundation grants might be tough for LIVE who has a board made up of industry members but encouraged LIVE to seek SARE, USDA, EPA grants. These sources are looking for grower supported inputs for project funding. The board agreed it is a good idea to find someone to write grants.

**Prepare a grant request for submission to OWB for \$20,000:** Add \$5,000 BUILDING A SUSTAINABLE FUNDING BASE FOR 2005, **ORGANIZATIONAL CAPACITY BUILDING.** \$3000 IOBC database and send \$3,000 to fundraising.

**Decide dues and inspection fees:** Inspections pay only for themselves, dues are 100 per year. Stirling suggested inspections on certified members be every 3 years. Ted is in favor of leaving dues as they are and putting efforts into raising awareness.

**Discuss LIVE relationship with VINEA:** Steve discussed a Northwest promotion; the northwest was ahead of the rest in promoting sustainable agriculture. Steve would like for LIVE and VINEA to be partners, not competitors.

**Set up a board meeting schedule:**

**Other:**

There was discussion on how to get wineries to support buying sustainably farmed grapes. Pay a better premium (ex: A winery would pay \$75 extra per ton for certified fruit.) Steve would like to send a letter out to all Oregon wineries who agree to pay more to support LIVE certified grapes, next take it to growers and encourage them to join.

Ted would like to see LIVE form a relationship with the State of Oregon. Would like to see a state seal that possibly replaces the LIVE logo. He says the State of Oregon could do the certification, they are prepped for it.



Ted suggested forming another committee to approach the Oregon Department of Agriculture. Steve Girard asked if we could make a motion to approach the ODA.

Stirling will call Jim Bernau to discuss having him involved with the LIVE marketing committee.

**Salmon Safe Update:** Fit for Solve used to be Water, Wine and Dine-promotes SS and LIVE wine, it is going to be a larger event this year. Focusing on retail this year, Fred Myer will be promoting this. Individual wineries and distributors can promote. SS is using big ceiling hanger displays. SS is hoping to convince LIVE participants that LIVE is doing something for them. Dan recommends LIVE to do retail promotion. Salmon Safe has spring 2005 retail promotion. HUGE spring campaign to benefit wineries. Pushing rogue valley, hired someone to do outreach in the Rogue valley. Salmon Plus our Parks-Revenue Diversification-expanding past agriculture. SS certified Portland's parks. Taking standards and adapting them for corporate campus certification. Salmon Safe LIVE wine promotional event in Portland area.

**Adjourn-This meeting was adjourned at 3:58 p.m.**



**Attending:** Al MacDonald, Teresa Soler, Brant Dutton, Luisa Ponzi, Luci Wisniewski (Secretary), Stirling Fox (President), Ted Casteel, and Steve Girard (Treasurer).

**Call to Order:** Stirling called this meeting to order 1:11 p.m.

**Review of previous meeting minutes:** Ted moved to approve minutes, Stirling seconded, motion was passed unanimously.

**Financial report:** The group reviewed the financial report prepared by Teresa and the financial reports presented by Steve Girard. Steve also presented a LIVE 2005 projected cash flow report. The group also discussed accounts payable and directed Teresa continue paying the bills off as the money comes in.

Ted and Steve informed the board the OWB approved \$10,000 for LIVE in 2005-2006, there was discussion about the OWB possibly rescinding these funds and re designating the funds.

**Take Elizabeth Bruner off LIVE's account and add Steve Girard:** Ted motioned to remove Elizabeth and add Steve, Stirling seconded, was unanimously approved.

**Discussion on LIVE staff position, duties, and possible cuts to hours:** After reviewing LIVE's current financial report, the group agreed personnel is LIVE's largest expense. Steve informed the board laying off Teresa would mean the board would assume some of the administrative duties. Teresa offered to volunteer 10 hours a week, if a layoff was eminent. The group had further discussion and did not assume administrative duties. Stirling requested Teresa work less and bill for less.

Teresa also asked the board if it is a requirement, of her position, to attend all committee meetings, prepare agendas, and keep committee minutes. The board agreed it is something she should be doing but realizes LIVE cannot afford to pay her for these efforts, therefore it is not a current requirement.

**Separate OVID and LIVE: motion to take off DBA OVID:** Stirling motioned to take off DBA, Ted seconded, was unanimously passed.

**Update on OVID and LIVE relationship**

**Discussion and vote on whether or not to let OVID use LIVE's bylaws and 501c3 papers to save OVID costs of developing their own:** Steve suggests OVID pay a small fee. There was discussion, the group decided Ted would check in with them and see if they still need it, if so they can use it but recommend a donation. Brant suggested OVID become a supporting member of the LIVE program.

**Committee reports:** Teresa informed the group LIVE only has one active committee, the Technical committee.

**Review and approve committee recommendations:** The Technical committee reviewed inspection fees for multiple sites, and recommends LIVE can indeed, offer discounted inspections to multiple sites. The board would like further discussion of this by the membership committee. Steve would like to change LIVE's application fee. The group would like to come up with a proposal to give the members as far as raising or changing any dues. Stirling reviewed the sprayer recommendations.



**Discussion on further development of committees:** The board discussed people related to the industry who may be interested in participating on a LIVE committee. Stirling will create some agenda items for marketing committee.

**Select a committee chair for fundraising:** Luisa suggested marketing/fundraising be one in the same committee. Stirling will call wineries and hopes to assemble a marketing committee. Stirling is shooting for a December meeting with marketing people on Dec 14<sup>th</sup>. Steve suggested to Stirling that he present some ideas in his letter to the membership to each bring another member.

**Salmon Safe update:** Teresa read the email Dan provided; the group expressed sincere appreciation for SS's efforts.

### Other

**Discuss non certification members; perhaps develop a type of supporting membership:** Teresa created a draft application with ideas of what non grower members would receive with their membership. The board discussed this idea and expressed it be further explored by the membership committee.

**Discussion of ODA and LIVE certification:** Ted will pursue Oregon state seal certification.

**Annual Meeting: Steve moved to change bylaws to schedule the annual meeting by the end of May of each calendar year, Luisa seconded, motion was unanimously approved.** The group discussed having the annual meeting separate from Grape Day, agreeing on May. Annual meeting to feature a review of sprayer calibration etc.

### Adjourn

**This meeting was adjourned at 3:17 p.m.**