
2007

LIVE 2007 Meeting Minutes

LIVE (Low Input Viticulture & Enology)

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Attending Board: Al MacDonald, President; Betty O'Brien, Secretary; Stirling Fox, Allen Holstein, Jason Tosch, Ted Casteel.

Attending Guests: Dan Kent (Salmon-Safe)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Meeting was called to order by Al MacDonald at 10:10am

Minute Approval: The Board reviewed the minutes from the previous meeting. Al motioned to approve the minutes as written. Allen Holstein seconded. Motion unanimously approved.

Financial Report: The Board took a moment to review the financials. Chris Serra explained the format was an expanded version of Pierrette Paul's format, with a look-back period as well as the current period. Allen Holstein expressed concern about double payroll. The board discussed the state of the financials and Allen conjectured that we will be solvent without outside monies until mid-2008. Chris explained that LIVE is working on 3 separate grants, OWB, EPA, SS for different projects that will help with funding

Membership Report: Chris Serra reviewed the membership report that was prepared by Teresa Soler.

Technical Committee Report: Jason Tosch reported on the previous day's technical committee meeting.

- Whole-farm definition was agreed upon to compensate for leased land. All currently leased acres will be grandfathered in to a conditional LIVE certification for the vineyards. Upon expiration of leased land, new leased plots must be farmed to comply with Salmon-Safe/LIVE standards.
- Nitrogen application was discussed. It was agreed that more research was needed to decide whether or not to change the September 30th cutoff date for application. Patty Skinkis will research studies that have already been done and report back at the next technical committee meeting on November 27th.
- Commercial forests were agreed to be defined by deferring to a flow-chart prepared by the Oregon Department of Forestry.
- The review of new chemistries was discussed. It was agreed that any new chemistries should be reviewed annually in January before the February deadline for submission to the IOBC.
- The 45lb/acre sulfur limit was revisited and agreed to leave as is. It will be revisited on a yearly basis.

Chateau Ste Michelle Update: Jason stated that he had no firm answer to give CSM regarding the whole-farm issue. Jason explained that the issue is that a leased part of CSM's land is onion farm which is chemical-use intensive. Ted recommended contacting the IOBC rep regarding leeway with larger farms in the future.

Jason stated that Vicky Scharlau will contact Jude may do a GAP analysis between LIVE (or IOBC) and WAWGG (Vinewise) to see if they can partner with us in order to certify their vineyards.

5 Year Plan Retreat: Al suggested that we have a January retreat that involved the use of a facilitator to work on the 5-year plan. Ted recommended expanding our group to bring in a fresh perspective to this meeting. Stirling suggested using Maresh, Argyle, Anne Amie, Eola.



Funds for 5-year retreat - SS used a grant from the Flintridge foundation for their retreat. Al recommended ODA.

Topics for 5 year plan – budget (2008 and 5 year), winery certification, rate of growth and planning for that.

Dues Increase: The Board discussed the possibility of increasing dues. All agreed that increases were a normal part of any organization that charges dues. Jason pointed out that LIVE is extremely inexpensive compared to other similar organizations. Ted Casteel recommended that Chris Serra do research on budgetary impact of differing rates of increase.

Chris Serra brought up the point that we should articulate the value of the program when increasing dues or inspection fees. Jason Tosch suggested putting together a newsletter or a brochure to illuminate these points.

Winery Certification: Al MacDonald stated that OWB approached us to put together the winery certification. The question is whether or not LIVE would do this regardless of the wine board. The board agreed that we would and spoke about what this would entail. All agreed that we should do processing and facility. Dan brought up the fact that a winery certification would be a significant source of revenue.

Ted Casteel gave suggestions for inspectors for the winery inspection.

It was agreed that we need an advisory committee (ted and Stirling agreed to be on it) with a peer review at the end of the process. Ted mentioned that we need professionals to come on right at the beginning to give recommendations. Tony Rinder from Domaine Serene, and Ron Penner Ash were mentioned as possible contacts for this committee.

The goal is to put together a meeting to propose ideas within the next month.

New Business:

Future board meetings: After asking everyone about possible conflicts in certain dates, Betty O'Brien stated that the schedule for future board meetings would be the following: January 10, March 6, June 5

Jason proposed April 3rd for annual meeting and the Board agreed. This date is subject to change.

OVID/LIVE partnership: Al MacDonald briefed the board on LIVE's possible partnership with OVID in order to push ahead with LIVE's goal to go paperless for 2008. Chris Serra mentioned our work with Brian Capitano of SyncInteractive, and how his proposal to develop our vision was estimated to cost \$65-\$70k. The board expressed the need to shop the project around to other designers. Ted Casteel expressed concern at using SyncInteractive because of the problems OWB has had in developing OVID. Al stated that the goal would be to have the final product paid for by OWB.

New member recruiting: Chris Serra inquired about how LIVE plans to recruit new members. Jason mentioned WAWGG and VINEA are the best places to concentrate our efforts. Stirling Fox explained that all of the efforts that had been discussed were aimed at attracting new members. Al MacDonald suggested that we hold recruiting seminars in Hood River for a new grower's group, as well as Southern Oregon.

Ted Casteel mentioned that we need to keep VINEA up to speed on dues increases.



Scientific Studies: Chris Serra presented a proposal by field biologist John Smietanik to follow-up on the work that Rebecca Sweet had performed. Dan mentioned this study is highly fundable, if not through SS, then through other environmental stewardship foundations such as the Meyer Memorial Trust.

Salmon Safe Update:

- SS interest is developing a program that is as integrated in WA as it is in OR.
- SS urban work is growing quite quickly.
 - University of Washington is seeking SS certification
 - South Waterfront project (hi-rises) are interested
 - SS is doing a bus-side campaign with Tri-Met
 - SS was awarded Walla Walla grant to certify urban spaces
- Also, Deschutes Brewing will be releasing a beer produced with SS beer.
- SS goal is also to go in the paperless direction for inspection and reporting

Whole Farm Definition: Jason reiterated the Technical Committee points and put the definition that vineyards with leases would be grandfathered in until expiration of lease, at which point the leased property would have to be converted to certified land.

Jason Tosch motioned that LIVE adopt the whole-farm definition that was discussed at the technical committee meeting. The language will be formalized by Jason. The definition is to be owner-based that will conditionally certify leased land until expiration of the lease. Any future leases must comply with LIVE standards. Al MacDonald seconded the motion. Motion unanimously approved.

Adjournment: Al MacDonald adjourned the meeting at 11:38am



Attending Board: Stirling Fox (President), Ted Casteel, Al MacDonald, & Betty O'Brien

Absent Board: Allen Holstein (Treasurer)

Quorum present? Yes

Attending Staff: Teresa Soler (Executive Secretary)

Attending Guests: Dan Kent (Salmon Safe), Ted Farthing (Oregon Wine Board), Jean- François Pellet (Vinea) & Brant Dutton (Dylan's Run Vineyard)

Call to order: Stirling Fox called this meeting to order at 9:38 a.m.

Minute Approval: *Ted Casteel motioned to accept minutes amending the US Bank motion to a maximum of 10,000. Betty O'Brien seconded. Unanimously approved.*

Financial Report: The group reviewed the financials provided by Teresa Soler and Pierrette Paul. There was brief discussion of a budget shortfall and how to manage this shortfall.

- **Review & adoption of 2007 budget-**The group reviewed the proposed budget for 2007: *Ted Casteel motioned to put \$25,000 of restricted funds into the general operations fund and move adoption of 2007 budget to February board meeting. Al MacDonald seconded. Unanimously approved.*
- **Discuss possible dues increase:** The board discussed membership dues. Betty O'Brien suggested possibly raising inspection dues along with membership dues but would like to see incremental steps. The board agreed a large increase may drive members away. Ted Farthing stated that more value will bring justification to raising dues. This discussion is tabled until the next board meeting.
- **Review grant writing priorities:**
 - **Find government grants and list by date:** Teresa will work with Jodi Tanner to put together a list of available grants and due dates.
 - **Priorities:** The board discussed the program grant writing priorities. *Ted Casteel motioned to approve Teresa to seek funding for membership handbooks, website form submission & database, and member training/workshops. Al MacDonald seconded. Unanimously approved.*

Membership Report: Brant Dutton explained the provided membership. Ted Farthing mentioned adding a membership goal in the graphs. Stirling Fox stated he would like to see a goal of 15% growth each year with an ultimate goal of 90% of Oregon's acreage being certified sustainable.

Salmon Safe Update: Dan Kent reported that Salmon Safe is in the process of revising their farm standards; their first step is meeting the LIVE rucksack. Salmon Safe recently ended a major marketing campaign and received good press. Seattle PI did a piece that was picked up by the AP and went up and down the west coast. Salmon Safe is just starting a billboard campaign celebrating Portland State University becoming certified. The organization is also preparing for the April event: Sip for SOLV, an annual campaign promoting wines and expects retail presence will increase. Salmon Safe is offering



marketing materials, case backers and hanging posters to retail stores. Salmon Safe was invited to submit a proposal to the Oregon Governors Environmental fund, focusing on education, outreach and recruitment. In the proposal SS has outlined \$15,000 for LIVE. SS is now certifying farms in Marin County, California. They have partnered with a group called Marin Organic. SS has certified a few Washington vineyards and has a goal of strategizing more with LIVE and Vinea.

Oregon Certified Sustainable branding discussion: Ted Farthing stated that California is considering this type of branding. Oregon wants to be the leader in sustainability. OWB is working to build a brand, there are challenges to certification. The group may need to consider other branding type names, might not be able to call it "Oregon Certified Sustainable". This concept may need to extend to other crops, not only wine. A balance is to be struck with a common definition of sustainability, statement of shared principals between the certification organizations. The OWB is working on a messaging structure and a marketing plan. Jean-François told the group that Vinea initially asked wineries to support Vinea by giving \$100 per winery. Jean-François would like a northwest logo not just one that promotes Oregon wines. Dan Kent met with representatives of Oregon Tilth who seemed cautiously supportive. Tilth expressed concerns around the word sustainable being overused in the marketplace. Overall, Tilth expressed being interested in participation. There was discussion about the umbrella encompassing all organic certification organizations, not only Tilth.

Vinea Business:

- **Washington legal fees:** Jean-François explained that Vinea needs better communication from LIVE and Vinea received some confusion in the messages delivered at different meetings. The Vinea board agreed to pay half of the legal fees in their meeting minutes.
- **Other business:** Vinea's goal is to get about 70-75% of Walla Walla vineyards. Jean-François sees potential for Vinea doubling membership base within the next couple years. 2/3 of membership is in Oregon. Vinea organizes an educational day, March 16th, and they invite a speaker. Topic for 2007: *Alternative Pesticide and Fungicide Management*. Stirling Fox would like to have some LIVE board members attend to get to know Vinea and its members.
- The Vinea board and LIVE board agreed to meet on March 21st in Walla Walla, Washington.

Old Business:

- **Jim Bernau donation designation update:** Stirling Fox and Allen Holstein met with Jim Bernau and Jim Bernau expressed that he still would like to pursue creation of a seal that says "Oregon Certified Sustainable" that has support from the Oregon Wine Board. Bernau said LIVE could use his donation of \$25,000 for general operations since LIVE is now working with the OWB towards this branding.
- **Interim board member recruitment update:** Stirling Fox reported finding some board members that the LIVE board would like to pursue. Jim Bernau is not interested in serving at this time, Jason Tosch said he would be happy to fill a position, David Millman remains a possibility, and Brant Dutton reminded the group of Dr. Paul Simonds. David Millman would like to meet the LIVE board in February and get to know the board and program a bit more before consideration. Stirling Fox suggested having a Vinea member on the LIVE board. Jean-François would like to look for a candidate. *Ted Casteel motioned for Jason Tosch to become an interim member of the LIVE board, and seek expanding out board to include a person from the Walla Walla region. Betty O'Brien seconded. Unanimously approved.*



New Business:

- **Food Alliance discussion:** Ted Casteel, Al MacDonald, and Dan Kent met with Karen Lewotsky and Roberta Joiner of the Food Alliance to discuss a relationship between LIVE and the Food Alliance. Ted Casteel was hoping to develop a relationship similar to what LIVE has with Salmon Safe. Karen Lewotsky and Roberta Joiner brought a new program model for winery certification and wanted to see what type of interest LIVE has in this type of certification. The fee structure starts at around \$1,400. The group would like to get together again to continue the conversation.
- **2007 Annual membership meeting planning:** Teresa will develop an agenda and email to the board for feedback and review with a suggested meeting date of April 3rd. The board would like a luncheon with members bringing wine to share. Al MacDonald agreed to work with Chemeketa to get the space donated.
- **Certification program meeting:** The OWB will follow up on calling this meeting.
- **2007 Recruitment seminars:** February 21st in Eugene area, March 13th in Salem at McNary Golf Course, Mina's Restaurant. No host dinner at 6:00, program at 7 p.m.
- **2007 Membership trainings:** Trainings tentatively scheduled in March: Walla Walla, Salem, Newberg & Eugene.

Adjournment: Stirling Fox adjourned this meeting at 12:16 p.m.



Attending Board: Stirling Fox (President), Ted Casteel, Al MacDonald, Allen Holstein (Treasurer), & Betty O'Brien

Quorum Present? Yes

Attending Staff: Teresa Soler (Executive Secretary)

Attending Guests: Brant Dutton (Dylan's Run Vineyard)

Call to Order: Stirling Fox called this meeting to order at 10:04 a.m.

Minute Approval: *Ted Casteel motioned to accept the meeting minutes as written. Al MacDonald seconded. Unanimously approved.*

Financial Report: The group reviewed the financials provided by Teresa Soler and Pierrette Paul. There was brief discussion of a budget shortfall and how to manage this shortfall.

- **Review & adoption of 2007 budget:** The group discussed the general operations budget for 2007. The board discussed ideas of how to address the budget shortfall. Stirling Fox will email Jim Bernau to give him an update and ask him for additional help. He will include the board on this correspondence. The board also agreed on considering a small dues increase while seeking help from other sources such as: sponsors, donations, and grants. *Ted Casteel motioned to accept budget as written with the understanding of a budget shortfall. Allen Holstein seconded. Unanimously approved.*
- **Discuss ideas of increasing dues:** The board discussed the dues increase scenario worksheet provided by Teresa Soler. Teresa Soler suggested seeking sponsors through OWB promotion efforts. Al MacDonald suggested asking the OWB to cover the budget shortfall. Ted Casteel suggested writing an OWB grant to ask for general ops shortfall. The board agreed to raise dues slightly and ask the OWB for additional funding. Stirling Fox requested Teresa Soler write a grant within a week timeframe for submission to the OWB. Teresa Soler sought permission to work with Jodi Tanner and Stirling Fox said to move forward with Jodi Tanner. Teresa Soler and Brant Dutton will also come up with some slight dues increase scenarios and email the board for further discussion. This discussion is tabled until the next board meeting.

Recruitment Seminar Presentation Review (Rebecca Sweet): Rebecca Sweet and the board reviewed the presentation. There were many recommended changes.

New Business:

- **2007 Annual membership meeting planning:** The board suggested asking Ted Farthing to explain the "Oregon Certified Sustainable" concept to the LIVE members along with a panel of members from the OWB committee organizing this concept. They would also like to see the five year plan presented, in addition to the other regular agenda items.
- **2007 Membership trainings:** Teresa Soler sought permission to have Rebecca Sweet create and present the new membership training necessary for the technical changes to the



program. Al MacDonald suggested Chemeketa's main campus where there is a computer lab.

- **Schedule 2007 LIVE board meetings:** The next planned meetings are: March 21st in Walla Walla and April 3rd Salem. The board would like to set a regular schedule for these meetings ex: the first day of the month. Betty O'Brien would like a board meeting held on the same day as the annual meeting but beforehand.
 - **2007 Recruitment seminars: The group discussed areas to hold recruitment seminars including:** Yamhill Carlton Group & Dalles Hood River. The board asked Teresa Soler to approach Dan Kent regarding recruitment seminars outside of the Willamette Valley to be paid for by the current grant. Teresa Soler informed the group the grant is specifically for Willamette Valley recruitment.

Adjournment: Stirling Fox adjourned this meeting at 12:35 p.m.



Executive Session: 9:30 a.m.-10:30 a.m.

Attending Board: Stirling Fox (President), Allen Holstein (Treasurer), Betty O'Brien, Al MacDonald, Ted Casteel, and Jason Tosch.

Board Meeting: 10:30 a.m.-1:30 p.m.

Attending Board: Stirling Fox (President), Allen Holstein (Treasurer), Betty O'Brien, Al MacDonald, Ted Casteel, and Jason Tosch.

Attending Staff: Teresa Soler, Executive Secretary

Guests: Brant Dutton, Dylan's Run Vineyard

Stirling Fox called this meeting to order at 10:40 a.m.

Minute Approval: *Al MacDonald motioned to approve meeting minutes as written. Ted Casteel seconded. Unanimously approved.*

Financial Report: The board discussed the reports provided by Pierrette Paul. There was discussion about the Salmon Safe grant and how the funds are to be used. Teresa Soler reminded the board that Rebecca Sweet has some monitoring work to be done on this grant as well. Stirling Fox volunteered to help find vineyards for this work to be done. Ted Casteel recommended some of the Premier Pacific vineyards. Betty O'Brien pointed out the adopted 2007 budget needs to reflect a balance carryover from 2006.

Review of adopted 2007 budget: The board discussed the budget shortfall and agreed on three possible short term solutions:

1. Membership dues increase
2. Seek funding from the Oregon Wine Board
3. Ask Jim Bernau for a donation

There was discussion about improving LIVE's financial situation. Ted Casteel suggested having a modest winery fee for using LIVE's certification. This would be arranged as a voluntary commitment. The group discussed having two different fees depending on the size of the winery. Betty O'Brien expressed the need for winery input into this idea and stated it may take about 6 months to a year to develop a solid plan. She further stated she would like to have a plan in place before presenting the idea to the membership. The board agreed on the need to drive up incentive for wineries to be involved.

While a more formal plan is being developed Ted Casteel will seek voluntary support from wineries with a suggested fee structure of: \$300 for fewer than 10,000 cases and \$500 for more than 10,000 cases. Ted Casteel will work with Teresa Soler to draft a letter after LIVE's annual meeting. This letter will state how wineries are benefiting from LIVE's efforts and ask for their support. The board will supply Teresa Soler with addresses of wineries to solicit. Ted Casteel will present this concept to LIVE's membership at LIVE's annual meeting. Stirling Fox will contact Jim Bernau before LIVE's annual meeting and inform him that LIVE is proposing a voluntary winery membership fee.



Dues increase: The board discussed raising membership dues and agreed to review the program's budget shortfall and ideas of increasing revenue with the members. The board agreed a dues increase in 2007 is not going to help the budget shortfall and decided not to pursue a dues increase in 2007 but look toward 2008.

Other business:

Expansion of board seats: Stirling Fox proposed keeping the number of board seats at 7 while offering the 7th board seat to Vinea. Teresa Soler reminded the board that the membership elects the board members at large and Vinea members joined as regular members. Betty O'Brien stated that the current system of LIVE's membership nominating and electing board members is not the best process and suggested LIVE develop a board driven nomination process. She would like to see the board become a nominating committee and screen resumes of those wishing to serve.

Resolving board terms: *Betty O'Brien motioned that LIVE clarify the board position currently held by Jason Tosch to end in 2008. Ted Casteel seconded. Unanimously approved.* The board had further discussion about changing the length of terms of LIVE board members.

Stirling Fox would like to create a Vice President position which is a cyclical position such as the Oregon Wine Board Vice President to President process.

Executive Secretary evaluation: The board nominated a committee of Stirling Fox, Betty O'Brien, and Al MacDonald to manage the process of understanding the Executive Secretary position. The goal is to examine the position so the board can manage the growth of the position in the best possible manner. The committee will create a self evaluation process as a first step to understanding the Executive Secretary position. The committee will also deliver a self-evaluation form to the Executive Secretary possibly as soon as the June board meeting.

Schedule 2007 LIVE board meetings: The LIVE board will meet on the first Thursday morning of every other month at Chemeketa @ Eola. These meetings will begin at 9:15 a.m. and end by 12:00 p.m. If the board meets in Executive Session these sessions will begin at 8:15 a.m. This schedule will begin with the month of June.

5 year strategic plan: Ted Casteel suggested developing a subcommittee of 3 to refine the 5 year strategic plan provided by Ted Farthing. This subcommittee will be Jason Tosch, Ted Casteel and Allen Holstein and will meet in August. Ted Casteel will chair this committee.

Inspection contract: Stirling proposed to work inspection protocol into the inspection contract, he will propose this arrangement with Agro-Ecology Northwest in such a way as it is binding and ask for an acceptance date. If Agro-Ecology Northwest cannot perform as stated in the contract, LIVE cannot contract with them. Al MacDonald will meet with Agro-Ecology Northwest and a couple LIVE board members a half hour before the next technical committee meeting.

Adjournment: Stirling adjourned this meeting at: 1:05 pm.



8:30-9:30: Executive Session

Topic: Personnel

Board Meeting

Attending Board: Al MacDonald (Chair), Betty O'Brien (Vice-Chair/Secretary), Ted Casteel, Allen Holstein (Treasurer), Stirling Fox, Chris Banek, & Jason Tosch

Attending Guests: Dr. Mellie Pullman (Portland State University), Dan Kent (Salmon-Safe), Brant Dutton (Dylan's Run Vineyard), Kevin Corliss (Chateau St. Michelle), & Ted Farthing (Oregon Wine Board)

Attending Staff: Teresa Soler (Executive Secretary)

Call to order: This meeting was called to order at 9:30 a.m.

Minute approval: *Ted Casteel motioned to accept meeting minutes as written. Betty O'Brien seconded. Motion unanimously approved.*

Financial report: The Board reviewed the financial reports prepared by bookkeeper, Pierrette Paul. Allen Holstein inquired about pending grant applications and end of the year projections.

Membership report: Teresa Soler reviewed the membership report with the Board.

Salmon-Safe update: Dan Kent gave an update on the following topics:

Sip for SOLV: An April promotion of certified wines. Dan Kent passed around campaign materials for the Board to review. He reported that retailers were having a generally good response to the campaign. They found 15-20% average increase in the sales of wines during this event and about 35 stores participated.

Salmon-Safe Summit July 17th and 18th Event: Dan Kent informed the board on the work Salmon-Safe is doing in Northern California and that this event is the first event to bring partners together to share success stories and how to best continue the expansion of S-S particularly in the Applegate. Dan Kent is hoping the LIVE Board can participate; Al MacDonald said that he was planning on attending.

Oregon Governor's Fund for the Environment: Dan Kent reported S-S will again pass through an additional \$15,000 for LIVE to continue efforts.

Hops and Oregon Craft Brewing: Salmon-Safe has been getting a lot of interest from the hops industry and they have begun certifying hops growers. Dan Kent reported a lot of effort is happening in terms of IPM in the hops industry.

Walla Walla: S-S will be partnering formally with the Washington Watershed Council doing outreach to landowners, particularly land owners in the Walla Walla region. The goal is to get more land owners involved in more fish friendly practices.

Old Business:

- **Schedule meeting with Vinea:** Teresa Soler informed the group that Jean-Francois Pellet (Vinea Chair) recommended a time in late August for the two Boards to meet in Walla Walla. Chris Banek informed the Board that in August Vinea will have a summer tour and he felt this would be a good time for the two boards to meet. Stirling Fox suggested having a small technical committee meeting while in Walla Walla. The LIVE Board agreed to pursue scheduling a Board meeting in Walla Walla in August. Chris Banek volunteered to facilitate the scheduling of this meeting.



New Business

- **Discussion: Chateau St. Michelle:** The group discussed Chateau St. Michelle's interest in sustainable certification. Ted Casteel asked what LIVE can do to help. Kevin Corliss expressed there was some concern of how everything seems to be focused on Oregon, the guidelines and the marketing efforts. He said the guidelines would need to be adapted for conditions in Eastern Washington and feels there is opportunity to use WAGG as a regional organization. Stirling Fox expressed that the OWB has shown interest in creating a Northwest identity, Ted Farthing agreed with this statement. Kevin Corliss said the Washington Wine Commission is interested in the opportunities to market "certified sustainable". Stirling Fox stated that grocers in California are clamoring to understand what the term sustainable means. LIVE is willing to help in any way possible. Chris Banek said that Vinea first tried to set up their own scorecard then they realized they could pass LIVE's existing guidelines. Vinea's most important concern was to get certification going, they may want to go to the IOBC down the road and make these guidelines more regional specific. Kevin Corliss told the group there was originally a big focus on education rather than certification, now it is becoming apparent they need to seek certification. Dan Kent suggested looking at the VineWise guidelines and LIVE guidelines and pull out the things that are different and perhaps, adapt the guidelines from there. Al MacDonald invited Kevin Corliss to get a hold of him and talk or email ideas back and forth.

Al MacDonald called for a 5 minute break 10:40 a.m.-10:45 a.m.

- **Winery membership and certification:** Ted Casteel reported that a letter was sent out to affiliated wineries to solicit voluntary donations; he also expressed LIVE keep a future relationship in mind with the Food Alliance. Ted Farthing reported calling a meeting to create a super committee of sustainability groups to discuss promoting collectively.
- **Third party inspection contract approval:** Al MacDonald gave the Board an update on the development of this contract. He will work on this contract and have it prepared before August 2007.
- **Technical committee update:** Jason Tosch reported on the technical committee discussions. Ecological compensation zones are one of the things Jason will address and how the new scorecard addresses these compensation zones. The committee will also continue to define the variant topic of what it means, etc., Members can apply once every three years for a variant. Due to an increased mite issue in the Willamette Valley the committee temporarily increased allowable sulfur application to include university and research recommended sprays. LIVE temporarily increased the annual limit to 45 lbs instead of 35 lbs and will review this in November, 2007. The group discussed whole farm protocol on how to address multi crop farm certification. They arrived at the solution that Salmon-Safe puts its certification on other crops. Dan Kent suggested LIVE might make money consulting on sustainability.
- **Salmon-Safe certification of other crops during LIVE inspection:** S-S is whole farm certification; since their scorecard is used in LIVE inspections if there are other crops on farm those crops become certified Salmon-Safe. Salmon-Safe is finding a challenge with grass seed farmers who also grow hops. Al MacDonald mentioned that the IOBC has a general set of guidelines for the whole farm, since these are already included in SS requirements, it would include certification. The LIVE technical committee will continue working on this issue. Chris Banek stated he would like to see LIVE speak louder about "WHOLE FARM". The farm focus and biodiversity conservation focus is what sets LIVE apart from other certifications. The group discussed some ideas as to how to address this further.
- **Vinea technical committee:** Chris Banek reported that Vinea needs to reform their technical committee. This will be further discussed at time of meeting with Vinea aimed to be set for a time in August.
- **Update-Oregon Certified Sustainable:** Ted Farthing reported finding that certifying organizations have a lack of marketing in common and people are having trouble explaining their certification to the trade and consumers. During the media tour the idea began to surface to create a brand to focus on what the organizations have in common, create a



logo, brand, statement of shared principals of what brings organizations together. Then empower the vineyards and wineries to use this marketing asset in their work while the OWB promotes this branding. Ted Farthing came up with a statement of shared principles and reported a few stumbling blocks with the current plan. He then went back to the drawing board and came up with other options. He needs a couple volunteers from LIVE to help work out a shared principal's statement before calling another meeting. Kevin Corliss reported that WAG is currently working on this same type of idea. Ted Farthing proposed two separate stamps. Stirling Fox would like to push more to get the wineries involved. Betty O'Brien agreed the concept of both is a great idea but to implement the fruit aspect of it now, recognize the wine component will come later after it is fleshed out. The group agreed to keep the message simple but to state the facilities are sustainable is not something most consumers would care about. Consumers care more about how the grapes are farmed. Ted Casteel suggested working with the Food Alliance to develop a winery certification program, pushing sustainable grapes making wine in a sustainable facility. The group discussed concerns that people who are simply supporting sustainability through financial donations are claiming to be sustainable. **Ted Casteel motioned to pursue a common seal for sustainable groups (Oregon certified, or sustainably grown), Allen Holstein added to this motion for this seal to be developed within the next year with assistance from other sustainable organizations, along with a winery certification program. Ted Casteel seconded. Motion unanimously approved.**

- **Executive Secretary evaluation:** Betty O'Brien briefed the Board on the development of an evaluation process for the Executive Secretary position. The personnel committee completed the process and had Teresa Soler complete a self evaluation form. The committee had a series of proposals: 1. Clarification that the position is a full time salary position without overtime retroactive to 2006. 2. Clarify vacation: used within two years or to be paid out, sick leave used within two years or lost. 3. Adding 6 paid holidays: New Years Day, Memorial Day, Labor Day, Fourth of July, Christmas, and Thanksgiving. 4. Cost of living increase based on the consumer price index. **Ted Casteel motioned to adopt these recommendations of the personnel committee. Jason Tosch seconded. Motion unanimously approved.**

Betty O'Brien informed the Board that the committee also recommended establishing better financial controls by having LIVE's treasurer review monthly bank statements and convert the methods of bookkeeping by using a program such as Quicken or QuickBooks. Also, the committee encouraged inspections to be conducted throughout the year, so the inspector can see different things and break up the workload during the year for the office and for the inspector.

Betty O'Brien announced that Teresa Soler had stated she is unable to continue to work full time in this position as of July 15th and asked Teresa Soler to brief the Board on how she proposed to split the job. Teresa Soler recommended the job be divided to better meet the needs of the program. She proposed one part time person to focus on the administrative needs of LIVE and another to focus on the membership and technical needs of LIVE. Betty O'Brien then stated that the committee's position is that dividing up the job would be awkward and the work the committee has done to develop the position should not go to waste. Therefore the committee's recommendation was that LIVE will continue to keep one full time position and seek to replace Teresa Soler. Furthermore, Betty O'Brien stated the committee recommended taking this opportunity to relocate the LIVE office, which Teresa Soler has provided at no cost to LIVE for over 8 years. Allen Holstein asked if the personnel committee will meet, Stirling Fox suggested they possibly meet every two weeks. Betty O'Brien requested assistance from Ted Farthing and Dan Kent to help fill the position. Betty O'Brien said this wasn't a decision the committee imposed and this is not a reflection on the job Teresa Soler has done. The personnel committee is authorized by the LIVE Board to do whatever is necessary to proceed.

Adjournment: Al MacDonald adjourned this meeting at: 11:49 a.m.

2007 Annual Meeting Minutes

Attending Board: Al MacDonald, Betty O'Brien, Ted Casteel, Stirling Fox, Jason Tosch, & Allen Holstein.

Attending Members: Frank Fraser, Ken Durant, Bob Esterling, Luisa Ponzi, Miguel Ortiz, Lowell Ford, Jerry Murray, Jesus Mora, Ray Straughan, Michael Fowler, Bryan Croft, David Flynn, Seth Schwebs, Shelby Sadow, Kathy Koball Miller, Ferenc Ipac-Szabo, Porter Lombard, Paul Simonds, Steven Westby, Keith Kramer, Trudy Kramer, Norbert Fiebig, Jim Kakacek, Rod Pace, Jim Bernau, Lorraine Appolloni, Luci Wisniewski, Don Crank, Forrest Klafke, Robert Taylor, Bruce Sonnen, Arpad Walker, James Cahill, Joel Myers, Pat Dudley

Attending Staff: Teresa Soler, Executive Secretary

Attending Guests: Dan Kent (Salmon Safe), Ted Farthing (Oregon Wine Board), Kerry Newberry, Jude Hobbs (Agro-Ecology Northwest), Rebecca Sweet (Corridor Consulting), Patty Skinkis (OSU), Juan-Pablo Valot (Sylvan Ridge).

Call to Order: Stirling Fox called this meeting to order at 1:11 p.m. Stirling updated the membership with a "State of the Program Report"; he introduced the LIVE Board, Stirling asked the membership how the program is doing. He stated this program is a grassroots success and we have a lot of support from the industry and informed the membership that LIVE is strapped for money. He told the membership LIVE doesn't have money because the program is trying to keep the dues low. He also talked about wineries coming on board and supporting the program. He asked for a show of hands of winemakers in the room, there were approximately 10. He stated the program won't get far without consumer recognition and winery involvement. He feels consumers don't want details but they want a straight forward message told by an authority. He stated the LIVE board is a group of dedicated volunteers trying to make this "story" mean something. Stirling encouraged everyone to go out and tell the story, have their tasting room staff tell the story, etc. "It's your passion that got the vineyard certified and it's up to your staff to go out and promote it". People who interface with the program need to be energized to tell the public in an informed manner. Most of the growers in this state already farm sustainably without being in LIVE because of our climate...introduces Ted Farthing to explain Oregon Certified Sustainable concept.

Ted Farthing highlights: Oregon Certified Sustainable-Ted F. asked how many people feel it is challenging to explain the sustainable story to consumers. He highlighted the certification programs, with emphasis on technical certification. He feels we need to define the market before the market defines us. If you add up all certified (all programs) acreage it is over 20% and is estimated to increase to over 30% by the end of 2007. Goals: Increase leadership in Oregon's sustainable movement, grow awareness of shared principals in different programs, and forge relationships with consumers who care about this stuff. Would implement this in phases. In phase one wines made from certified grapes would have the ability to use new logo on label, phase 2 work with wineries who wish to become certified facilities. Carbon footprint? Feels we could raise the bar and continue to keep nudging the bar upward. Social responsibility, wants to work with all other certification organizations for this cooperation. Some members of the LIVE board are meeting with other organizations to review this plan. He showed a slide on "Oregon Certified Sustainable" shared principals. He asked if anyone sees anything on the slide that they don't believe in. There was no response. He has heard from others that LIVE is an easier path than most programs. He feels the organizations have a lot in common.

Next steps: meeting tomorrow with other agencies and if everyone agrees they will move forward to trademark this brand, encourages members to still use LIVE logo and use this logo. If this goes well the next step would be to implement a marketing plan. The Oregon Wine Board website would be promoting this brand. This would be another story to tell without costing much more money. Would like to launch a Oregon Certified Sustainable road show in 2008. This plan is meant to unify people and the Oregon Wine Board is going to help. Allen Holstein asked what if the other organizations don't want to go along with this plan, it might be a way to only brand LIVE. Thinks there is strength in unity. Pat Dudley stated it is helpful if the other organizations go along with the plan but if they don't it won't stop people from using the brand if they are certified organic, etc. Dan Kent asked about other industries. Ted responded that has been in the discussion and feels we need to make it work for wine first then look at other industries. Joel Myers stated the term pesticide is a broad statement because everyone uses pesticides whether organic or chemical. Ted Farthing asked the LIVE membership if they can be counted as believers in this plan. The LIVE membership quietly responded yes.

Adoption of 2006 membership meeting minutes: Stirling reminded everyone of the meeting minutes from 2006 and invited questions. *Ted Casteel motioned to accept minutes as written from the last meeting. Allen Holstein seconded. Minutes unanimously approved.*

Nomination & election of board members: Jason Tosch nominated incumbents Al MacDonald, Allen Holstein, & Stirling Fox. He also nominated Chris Banek from Vinea. Jason opened the floor for nominations. *Ray Straughan motioned to accept nominations as listed, Ivan Wells seconded, unanimously approved.*

Membership report: Stirling reviewed the membership slides in the PowerPoint presentation highlighting membership has increased by 37%, 132 members, and the additional Walla Walla members. He expects more vineyards to join and to report a similar trajectory in the next year.

Financial report:

- **Overview of 2006 income & expense:** Allen Holstein reviewed the overview of income and expense. 2006 income: \$96,215 and expense: \$68,553. He reported we LIVE had a lot of money in donations. He reviewed the charts with the breakdowns of income and expense. He reminded the members that the dues income of \$22,000 and the expense of \$68,000 shows a problem with the dues structure.
- **Review 2006 donations:** Allen Holstein reviewed the 2006 donations.
- **2007 projected operations budget:** Allen Holstein reviewed the LIVE 2007 operations budget. Stirling Fox reminded the group that 1/3 of the operating income was from Jim Bernau carryover. Allen Holstein said that the LIVE board recognizes that in order to make LIVE a sustaining program we need to get the program to mean something in the marketplace. He stated the LIVE board approached the OWB for help making this happen. The Board concluded they need to get winery participation.
- **Revenue source discussion:**
 - **Overview of current membership dues:** Allen Holstein informed the members there has been some talk about a dues increase. Stirling reviewed the additional income sources LIVE is seeking help from. Stated LIVE has hired a grant writer. He informed the group the OWB grant LIVE submitted this year was for \$20,000. LIVE is soliciting new members.
 - **Winery support plan:** Ted Casteel informed the members the LIVE board is trying to run an organization that is growing very rapidly. He informed

the members of the LIVE board's efforts to keep the program going. They are trying to find a more sustainable way to raise the cost of participation. He informed the members that within the next month or two a letter requesting voluntary winery participation will be going out to wineries involved with LIVE. Ask the wineries to make a modest contribution to help bridge this time when we are all facing a shortfall. When a real winery program is in place it will be more of a requirement. Stirling Fox flipped back to the slide showing the membership dues versus operation expenses for 2007. He further emphasized the need for more money. Stirling thanked Jim Bernau for saving the program. Stirling Fox sees this as a symbiotic relationship. Stirling reviewed the slide about winery support and reviewed the suggested fee structure.

- **Draft 5 year strategic plan:** Stirling informed the group that after asking the Oregon Wine Board for help for years, the OWB asked LIVE where are you going? This is how the Strategic 5 year plan concept began. They would like to see a direction in order to justify funding. Stirling reviewed the plan's highlights: Partnerships with other organizations, formulates recruitment initiatives, funding resources, etc. Stirling informed the group of hiring Rebecca Sweet, MS to do recruitment funded through a grant from Salmon Safe. The long term strategic plan outlines how to continue recruitment efforts without reliance on grants. He informed the group of the need to fine tune this plan prior to distributing the plan.

Overview of program outreach efforts: Stirling Fox reviewed the 2007 LIVE outreach efforts slide.

Overview of 2007 meeting schedule: Stirling Fox reviewed the Board meeting schedule and some of the focuses of the meetings. Stirling Fox also reviewed the Technical Committee meeting goals and encouraged growers to get involved. He informed the membership that LIVE is helping Vinea create their own technical committee to meet the sustainable needs of their particular region.

Consumer Outreach Committee: Stirling informed the members the LIVE board would like the membership to create a consumer outreach committee to help at events such as Earth Day, etc.

Overview of new LIVE inspector scorecard: Stirling Fox updated the members on the IOBC reviewing and modifying their scorecards and documents. This led into Al MacDonald reviewing the documents. Al informed the members Mad Cow Disease and Hoof and Mouth and diseases like these inspired EUREPGAP to have a traceable system back to the farm level. The IOBC incorporated EUREPGAP standards into their scorecard. Al MacDonald explained the scorecard to the membership showing them the ins and outs. He asked the members if there is anyone present who does not have a computer or internet access. Everyone has a computer or internet access and Al stated we are all progressive farmers. He announced that some of the things on our old scorecard are listed on the passport.

Salmon Safe: Building regional & national markets for certified wine: Dan Kent showed a PowerPoint presentation highlighting Salmon-Safe and LIVE joint certification efforts that delivers three labels. Dan spoke about the marketing focus of Salmon-Safe and how they have expanded to farm certification from the Canadian border down to California. Vineyards remain a core element of Salmon Safe's program. SS started in the mid 90's, a couple years before LIVE. SS has been seeking funding from foundations and passing funding through to LIVE. Dan received unofficial word that SS will pass another \$15,000 to LIVE to continue recruitment efforts. He stated there is not a certification program that is solely sustained on membership dues. SS certifies farms, vineyards, dairies, municipal park systems, corporate and university campuses, and will soon be certifying

residential development. Developing a program currently to certify large residential developments. Salmon Safe builds consumer markets for ecologically sustainable wines and encouraged people to help themselves to the promotional materials. He highlighted Sip for SOLV- requires retailers to provide information back about the success of SS certified wines. Stores report they see a significant increase in sales. Public service advertising to promote ss winelist. Promotion of other programs to build market recognition through bus sides and billboard campaigns through Portland and Seattle. Expansion in California and Washington State, particularly in the Puget Sound area. Have about 45 certified farms in Puget Sound area and will have 60 certified by the end of 2007. Also SS has a major focus on vineyards in the Columbia Basin area working closely with Vinea. The SS campaigns work for growers during campaigns. Portland State University was the first university to achieve SS certification. SS vision: Oregon wine industry as an agricultural sector will embrace these agricultural practices. It doesn't matter so much if everyone is certified as long as everyone is paying more attention to their land and implementing safe practices. SS is looking to expand collaboration with LIVE and Vinea, hoping LIVE would be interested in working beyond Walla Walla.

Adjournment: Stirling Fox adjourned this meeting at 3:05 p.m.

LIVE (Low Input Viticulture & Enology) and Vinea
August 2, 2007
Walla Walla, WA

Present from LIVE: Al MacDonald, President; Chris Banek, Jason Tosch, Ted Casteel, Stirling Fox, Betty O'Brien. Alan Holstein joined by conference call for a portion of the session. Present from Vinea: Jean-Francois Pellet, Mike Neuffer and Jay DeWitt, Tara Lewis.

The two Boards, LIVE and Vinea, convened informally. After introductions, Jean-Francois briefed the group on Vinea's membership and scope. Acreage in the Walla Walla area is growing rapidly, and is likely to reach about 1,000. Vinea's charge is \$15 per acre, and LIVE dues are paid from that.

Al MacDonald provided background about LIVE, including Eurogap certification that now comes with LIVE certification. He noted that the certified-sustainable concept that is being developed generates one of LIVE's major projects for the next year: developing a winery certification program. This generated extensive discussion.

Jean-Francois asked about the possibility of making the certified sustainable concept "Northwest."

Chateau St. Michelle has approached Vinea as well as LIVE about membership and certification.

It was determined that it makes sense for Vinea's Technical Committee to adapt LIVE's guidelines to meet its needs within IOBC standards, not to directly try to apply guidelines that were developed for the Willamette Valley.

Tara remains the Vinea contact. Jean-Francois has received a copy of the LIVE Board roster, and will see that the LIVE Board gets a Vinea Board roster.

Jason requested a Vinea contact for the LIVE Technical Committee. Al noted that it would be advantageous for the Vinea Technical Committee to have an academic member. The score sheet sections called The Passport and the Green List should be developed separately for Vinea. The main score sheet will remain the same. Good communication between LIVE and Vinea is important. Meeting together once a year will be a goal; the Vinea board will plan to come to the Salem area next year.

The Vinea representatives then left.

LIVE (Low Input Viticulture & Enology)
MINUTES (Draft)
August 2, 2007
Walla Walla, WA

Present: Al MacDonald, President; Chris Banek, Jason Tosch, Ted Casteel, Stirling Fox, Betty O'Brien.

The LIVE Board Meeting was called to order at 1:45 p.m.

Present: Al MacDonald, Stirling Fox, Ted Casteel, Chris Banek, Jason Tosch, Betty O'Brien.

Minutes: Corrections noted including the spelling of "principles" and "WAGG"; and striking the phrase "to where there are actual vineyards."

Ted Casteel moved to approve the minutes with amendments. Jason Tosch seconded. Motion adopted.

Al MacDonald briefly reviewed the financial statement (attached).

LIVE OFFICE

Al reported that Chemeketa Community College has offered a room for the LIVE office at the Northwest Viticulture Center, free or at nominal cost in the short term. Long term, it is possible that additional space could be added to the building under other financial conditions. Ted moved that LIVE pursue locating the office at the NW Viticulture Center and express willingness to enter long-term negotiations to make the location permanent. Stirling Fox seconded and the motion passed.

CHATEAU STE. MICHELLE

Jason provided an update on Ch. Ste. Michelle and its interest in certification by LIVE or another organization. He met with Kevin Corliss again to discuss their concerns about potential certification by LIVE. They have concerns about several chemical-use issues. Pyrethrite is one, and it is banned by IOBC, so it not negotiable. LIVE's suggested solution is to develop alternatives that are acceptable, through the technical committees of LIVE and VINEA working with Ch. Ste. Michelle and perhaps Washington State University. A series of protocols can be established. Jason will talk with Extension Agents to seek additional information. LIVE is not willing to relax guidelines, but will work with them to explore how they might meet the guidelines.

OREGON CERTIFIED SUSTAINABLE

Most LIVE Board members met recently with Ted Farthing. Winery certification has emerged as a need from meetings with Food Alliance, Tilth and Demeter. LIVE will be the primary certified sustainable certifier, though entities certified by other certifiers will be eligible. The Oregon Wine Board will market the certification to consumers. Certification of both the winery facility AND 97 or 100 percent certified fruit are

envisioned as being required. It was noted that Washington, as well as Oregon, needs to be served in some way.

Winery standards will be developed in consultation with wineries. The Oregon Wine Board is facilitating this process, and LIVE will have a committee to establish, inspect and monitor guidelines and certify wineries. To be certified, wineries will have to use certified grapes, which can be certified by any of these organizations.

Ted Farthing called in to the meeting. Al will represent LIVE and attend the next Oregon Wine Board meeting to report and discuss funding. On August 20, wineries are attending a meeting to discuss this.

OLD BUSINESS

About 100 inspections will be done this year. Al has executed the contract with Jude Hobbs to conduct inspections.

Discussion of the Five-Year Strategic Plan was deferred to a future meeting.

NEW BUSINESS

A possible dues increase was discussed. This needs to be acted on at the next general meeting. A good analysis needs to be done first.

A committee is needed to review the bylaws and recommend possible changes. Betty, Stirling and Ted were appointed. Every Board member is encouraged to review the bylaws and provide comments to the committee.

Chris suggested considering a LIVE retreat to hone the five-year plan. He suggested using an outside facilitator. The Board agreed to put this on the November agenda.

Salmon Safe: Al attended a Salmon Safe retreat. He commented that it was interesting to see how many groups are working toward some common goals, and finding ways to work cooperatively. Salmon Safe is active in the Applegate Valley, and many vineyards there are interested in sustainable programs.

PERSONNEL

Eight applications for LIVE Program Manager were received. Board involvement after the Personnel Committee does interviews was discussed. After the Committee chooses one or two candidates from interviews, it was decided to set up an informal, social opportunity for the Board and others to meet them, probably in McMinnville. Stirling volunteered to set this up. The tentative schedule is:

Interviews: on or about August 15.

Social event: Thursday, August 23—5 p.m., McMinnville

The next LIVE Board meeting is scheduled Thursday, Nov. 1.

The meeting was adjourned at 3:40 p.m.

