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2009

## LIVE 2009 Meeting Minutes

LIVE (Low Input Viticulture & Enology)

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**Attending Board:** Betty O'Brien (Chair), Ted Casteel (Vice Chair/Secretary), Allen Holstein, Stirling Fox, Jason Tosch, Ed Fus, Al MacDonald, Chris Banek (via conference call)

**Attending Guests:** Gary Neuschwander (ODA), D. Taylor McMillen (ODA), John La'Gere (CPA)

**Attending Staff:** Chris Serra (Program Manager)

**Call to Order:** Betty O'Brien called meeting to order at 10am.

Betty O'Brien asked that the guests introduce themselves around the table.

**Minute Approval:** Betty O'Brien read revisions to November minutes. Ted Casteel motioned to approve minutes from July conference call and June board meeting. Jason Tosch seconded. Motion unanimously approved.

**Reports:** Chris Serra presented regular reports

*Financial Report:* The Financial Report was projected on the screen. Allen Holstein asked about a few issues about the budget that Chris Serra expounded on, specifically inspections costing more than anticipated. Chris Serra explained that this was a result of higher than expected enrollment in 2008 as well as non-inspected vineyard collections that are billed by the inspectors but not included in inspection fees to the vineyards.

Betty O'Brien asked about switching from a cash basis to an accrual basis. Dan Kent recommended breaking the cash forward into restricted and non-restricted.

Betty O'Brien suggested that we come up with a proposal (Chris Serra, Allen Holstein, John La'Gere) for how we should report going forward. Chris Serra stated that he will work with John La'Gere to prepare the financial statements for the next board meeting. John La'Gere stated that switching to an accrual basis may not be necessary.

The 2009 budget was then projected on the screen. Allen Holstein asked about the new line items in the budget. He asked about the administrative support line item which Chris Serra explained was for general administrative support. Betty O'Brien stated that any charitable donations on behalf of LIVE should be presented to the board for approval in the future.

Betty suggested adding a line that reflects income for the year, and a line item for income plus cash carried forward.

Allen Holstein moved to accept the 2009 budget. Ted Casteel seconded. The 2009 budget was then unanimously approved.

Chris Banek recommended purchasing a system for conference calls. The board agreed.

**Winery Certification Technical Committee:** Ed Fus spoke about the winery certification. Gary Neuschwander said that the process has gone better than expected thus far. The final audit is scheduled for the 23<sup>rd</sup> of January. The total number of pilot group members stands at 17.

Gary Neuschwander and Taylor McMillen excused themselves.



Ed Fus explained that he will continue as committee chair until the group is no longer happy with his leadership.

**Vineyard Certification Technical Committee:** Jason Tosch spoke about the updates to this committee. He explained that the Vineyard Determinations Meeting was held Tuesday, January 6<sup>th</sup>, 2009 and that it was a positive experience with very few questionable vineyards discussed.

He spoke about the Technical Committee summit that will be held on Tuesday, January 13<sup>th</sup> at the Discovery Center in the Dalles, where the group will divide technical committees into regions and finalize the IOBC requirements for green and yellow lists and checklist items. We will also define the responsibilities, timeline and procedure of forming a technical committee.

He stated that there is no real news on the PEAS model, and that he will keep working with the developers of the model to provide information for LIVE to develop its own system for pesticide use.

He spoke about the Salem growers' group meeting. The major criticism was about the international pressures exerted on the program by the IOBC.

Betty O'Brien thanked Jason Tosch for his extensive involvement in LIVE.

**Program Updates:** Chris gave updates of the website progress, and stated that we are still on track for an annual meeting rollout. He also stated that the Oregon Wine Board offered to give ownership of OVID to LIVE if we so chose to accept it.

**Salmon-Safe Update:** Dan spoke about the challenges in training inspectors and that there would be a Salmon-Safe inspector training on Friday, February 6<sup>th</sup> at Tyee starting at 10am.

Dan will be meeting with LODI to discuss the pesticide model that Salmon-Safe uses.

He then mentioned that LIVE and Salmon-Safe should look for new joint funding opportunities.

#### **New Business:**

##### Annual Meeting Discussion:

**Date:** The group proposed a date of Wednesday, April 22<sup>nd</sup> as a date for the annual meeting.

**Program Suggestions:** Website rollout; GMO discussion (Invite new OSU Viticulturist, and an informed environmentalist); sensory panel elimination (Stirling); board member election and re-election; new board member should be a winery owner and/or winemaker, winery certification (Ed, Gary, Inspected Winery, Hannelore), annual award, year-round inspections

**New winery board member recommendations:** Bernie Lacroute (Willakenzie), Nadine Lew (A to Z), Ken Cupperman (Premiere Pacific). Stirling recommended pulling from the list of winery certification pilot group members.

**Award recommendations** include JF Pellet (Vinea), Oregon Wine Board (via Hannelore), Dick and Nancy Daniel

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January 8, 2009, 10am-1p  
Northwest Viticulture Center



A Board Member Nomination sub-committee with Ted, Stirling, and Allen was formed.

Upcoming meetings:

Tuesday, January 13<sup>th</sup>, - Technical Committee Summit

Tuesday, January 20<sup>th</sup> - Checklist Sub-committee

Wednesday, February 11<sup>th</sup> - Technical Committee chemistries meeting

May TBD - Inspector training and education

Tuesday, February 3<sup>rd</sup> - Winery Technical Committee meeting

Thursday, March 5<sup>th</sup> - Board Meeting

Phone, email - Nominations sub-committee

**Inspection Deadline:** Year-round inspections were discussed. It was agreed to start on a pilot process for 2009/10.

**Compensation for Apple Leaf:** Rob Koch of Apple Leaf requested additional funds for cost overruns not anticipated during his initial bid to LIVE. The board agreed to compensate Rob in the amount of \$3000.

**Other Issues:** John La’Gere spoke about the CPA Process and what he recommends for LIVE accounting. He recommended looking at switching to a fiscal year that matched more closely our billing cycle and a “crop year.” This will be discussed in more detail in subsequent meetings.

**Adjournment:** Betty O’Brien adjourned the meeting at 1pm.



# LIVE Board Meeting Minutes

March 5<sup>th</sup>, 2009, 10am-3pm

Albers Mill (Oregon Wine Board), 1200 Naito Parkway, Portland OR

**Attending Board:** Betty O'Brien (Chair), Ted Casteel (Vice Chair/Secretary), Allen Holstein (Treasurer), Stirling Fox, Jason Tosch, Ed Fus, Al MacDonald, Chris Banek (via conference call)

**Attending Guests:** Hannelore Buckenmeyer

**Attending Staff:** Chris Serra (Program Manager)

**Call to Order:** Betty O'Brien called meeting to order at 10:15 am.

**Minute Approval:** Ted Casteel motioned to approve minutes from January board meeting. Ed Fus seconded. Motion unanimously approved.

**Reports:** Chris Serra presented financial reports

*Financial Report:* This meeting was the first at which CPA generated reports were given. Chris Serra explained that because some of the carry over money was already allocated, the budget does not accurately represent what LIVE's financial position is. Betty O'Brien recommended breaking this amount out into a board restricted fund. Chris Serra agreed to seek the CPA's advice for this method of accounting. Improvements were seen with regards to creating sub-accounts for "Outside Contract Services." Al MacDonald recommended creating a separate account for inspections so as to track their expenses explicitly. Chris Serra asked permission to create an amended budget that will reflect these changes and allocate monies more accurately.

Allen Holstein moved to accept the financials. Ted Casteel seconded. Discussion ensued about what to present at annual meeting. It was agreed to present a generalized version of 2008 financial results and an overview of the 2009 budget. The February 2009 financials was then unanimously approved.

**Vineyard Certification Technical Committee:** Jason Tosch spoke about the updates to this committee. He explained the reduction in sulfur use to 5lbs/acre. He then discussed removal and additions to the LIVE Yellow List of Approved Pesticides for 2009. Stirling Fox recommended a website news item to announce changes.

Jason Tosch spoke about the decision to divide the membership into growing regions comprising two distinct areas - LIVE Region I and LIVE Region II.

Allen Holstein recommended that there has to be a framework of technical committee formation. Stirling Fox recommended an annual counseling session by extension. Ted Casteel recommended recruiting an understudy for Jason Tosch as chair, because of the importance of the position.

Chris Banek spoke about environmentalist member of the Walla Walla technical committee, Kevin Scribner. Kevin is the Salmon-Safe representative in Walla Walla and is now fulfills this committee function. Chris Banek expressed concern for the two Washington technical committees working together. He would like to see one committee working together in Washington that will then present their solutions to LIVE as one group.

**Winery Certification Technical Committee:** Ed Fus spoke about the update to this committee. Ed spoke about the social event on March 26<sup>th</sup> at 2pm at Panther Creek. There was some discussion about moving the date to one that does not conflict with Spring Break. Ted Casteel recommended that there be some "show- and-tell" with the winery.



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There was discussion about \$.01/bottle for label use. It was agreed to re-visit this issue at the next board meeting.

Ed Fus spoke about the review of the checklist. Two sub-committees were formed: winery chemicals, and continual improvement sub-committees. Ed spoke about sustainability classes that could be taught through Chemeketa, U of O, or a third-party.

Ted Casteel recommended that we re-visit the goals and mission of the winery certification. He also asked that we approach James Osborne at OSU to create a workshop for sustainability in the winery. Ed Fus spoke about U of O's continuing education program in sustainability.

Ed Fus also spoke about possibly changing the inspection schedule and changing the scope of the certification.

## **Program Updates:**

Chris Serra gave membership report and report about the Oregon Wine Symposium. Hannelore stated there may be an interest from King Estate certifying some of their vineyards in order to comply with Oregon Certified Sustainable Wine.

Chris Serra spoke about the website, and stated that it should be completed for testing within the next two weeks. It was also recommended that William Foster, the web-designer, should be given a bottle of wine from each board member as thanks for his hard work.

## **OWB/OCSW Update:**

Hannelore stated that there are about 20,000 cases that have applied for OCSW certification. Hannelore expressed the fact that OCSW should perform the consumer-marketing function for certification and that if LIVE produces press releases for its program, that it should concentrate on trade publications for the purposes of recruitment.

## **Old Business:**

### Annual Meeting Discussion:

Board member nominations: Stirling Fox passed around a list of potential recruits. Allen Holstein suggested Al MacDonald stay on as a board member. Betty O'Brien stated that we need a winery member on the board. Ted Casteel agreed to fill the open position with a winery representative. Stirling announced that he may be leaving the board when his term expires. Stirling proposed that there should be a minimum of 2 members from outside the Willamette Valley. Chris Banek stated that he wants to concentrate on the technical committee and that he would be happy to let his term expire and open his position to another board. Allen Holstein also stated that he would step down if it were agreed that it would be good for LIVE to get a new board member to replace his position.

Ted Casteel requested that the issue be resolved prior to the annual meeting so that we can make nominations to a fully informed board.

The board read through Stirling and Allen's list of potential nominees and narrowed it down to a short-list of recruits to contact.

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It was agreed that the requirement is six to eight 3-hour meetings per year, but that the ideal candidate will have a passion for LIVE and willingness to serve above all.

Betty O'Brien recommended ex-officio status for non-members, rather than changing the by-laws.

Topics finalization: Ted would like to withdraw the suggestion for a GMO discussion during the meeting. Other suggestions were read from last meeting's minutes.

The final program was set as: Website rollout, board member election and re-election, winery certification, annual awards, year-round inspections for 2010, changes to the technical guidelines, invite Nancy Taylor to speak about voles.

## **New Business:**

Program Manager Evaluation Scheduling: Evaluation is scheduled for sometime in May with the Personnel Committee.

Pre-emergent pesticide discussion: Jason spoke about the chemical representative that presented a softer alternative to Round-Up but would not be allowed because it is a "pre-emergent." Ted Casteel spoke about the poor pre-emergents that were available on the market when LIVE began. Recently pre-emergents have arrived that may be softer and more targeted than their non-pre-emergent alternatives that are currently allowed under LIVE protocol. Al MacDonald recommended clarifying the vocabulary 'pre-emergent' and 'residual' before making any decisions.

Jason Tosch asked for consensus from the board. The board agreed unofficially to examine the circumstances surrounding the terms 'pre-emergent' and 'residual' and that we should be open to changing the rule for 'pre-emergent' to be able to accept new technologies that would reduce the impact of farming.

Organizational structure discussion: Jason presented the structure that we developed for reporting from a technical committee standpoint.

Chris Banek stated that members in Walla Walla are extremely interested in the winery certification.

Member Recruitment Strategies: Visits to key regions with board members and program manager training and speaking to grower groups

Whole-Farm protocols: There is an ongoing issue about leased property and whole-farm compliance. Al MacDonald recommended that we get ideas from LODI and other organizations that require whole-farm compliance. Stirling Fox recommended tabling this issue until June.

Al MacDonald spoke about the 2010 Cool-Climate Symposium and that he and Barney Watson are doing sustainability tours.

## Upcoming meetings:

Wednesday, April 22<sup>nd</sup>, 2009 - Annual Meeting

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Albers Mill (Oregon Wine Board), 1200 Naito Parkway, Portland OR



Thursday, June 4<sup>th</sup>, 2009 - Board Meeting

**Adjournment:** Betty O'Brien adjourned the meeting at 2:47pm.



# LIVE Board Meeting Minutes

June 6<sup>th</sup>, 2009, 10am-1pm

Albers Mill (Oregon Wine Board), 1200 Naito Parkway, Portland OR

**Attending Board:** Betty O'Brien (Chair), Ted Casteel (Vice Chair/Secretary), Allen Holstein (Treasurer), Stirling Fox, Jason Tosch, Ed Fus, Al MacDonald, Kevin Corliss, Don Crank, Ted Farthing (Oregon Wine Board/Ex-officio), Dan Kent (Salmon-Safe/Ex-officio)

**Attending Guests:** Hannelore Buckenmeyer

**Attending Staff:** Chris Serra (Program Manager)

**Call to Order:** Betty O'Brien called meeting to order at 10:05 am.

Introductions: The group introduced each other around the table along with new board members.

**Minute Approval:** Ted Casteel motioned to approve minutes from January board meeting. Allen Holstein seconded. Motion unanimously approved.

**Officer Election:** Betty asked that whoever became Secretary should be responsible for taking the minutes of the meetings to free the program manager up to run the meeting more effectively.

Jason Tosch nominated Stirling Fox for Secretary, Ted Casteel seconded, unanimously approved.

Ted Casteel nominated Allen Holstein for Treasurer, Ed Fus seconded, unanimously approved.

Ted Casteel nominated Jason Tosch for Vice-Chair, Al MacDonald seconded, unanimously approved.

Ted Casteel then became Chair of LIVE and Betty O'Brien became Chair Emeritus.

**Annual Meeting Wrap-Up:** Betty O'Brien explained that the only criticism from the annual meeting was that there was no option to have a secret ballot cast. Betty further explained that next year we should remedy this by having a secret ballot. Chris Serra recommended changing the venue to another location in order to avoid showing favoritism to one member, and to keep the meetings fresh. Allen Holstein recommended the Allison Resort. Al MacDonald recommended the Northwest Viticulture Center. It was agreed to look into more options for next year.

**Reports:** Chris Serra presented financial reports

*Financial Report:* Chris presented the financial statements and explained that the breakeven for vineyards is about 276 but the group was interested in an integrated breakeven that included wineries. This was not available at this time. Chris presented a revised budget for 2009 that included carry-over from 2008 (this was excluded from the original budget) and asked for discussion. Chris explained that the new budget cut expenses to the bare minimum for operations and that the inspection process will be revised so that inspectors bill as they go, rather than in lump sums, and that there will be very little if any carryover into FY2010. He also explained that he had a much stronger grasp on expenses associated with inspections than originally projected in 2008.

Ted Farthing spoke about the work that has been done in OCSW. Ted Farthing asked how much cash would be ideal at the end of the year. There was no clear answer to this and Chris Serra said that he would do this analysis. The group also agreed that they would like to see how the actual financials are tracking against the budget. Allen Holstein moved to approve the revised budget. Dan Kent commented that we should be looking for more non-fee based sources of revenue and



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that we should be careful about losing members to fee problems. Betty seconded to approve the budget. The 2009 Revised Budget was unanimously approved.

**Vineyard Certification Technical Committee:** Jason Tosch spoke about the trainings he and Chris Serra held with Oregon Vineyard Supply over the past week and that the goal was to educate the staff on approved pesticides and regional differences.

Jason spoke about the Movento trials through OSU. OSU and LIVE put together a protocol with the IOBC to allow LIVE members to use the chemical Movento under an OSU extension research project. Four members have been selected to take place in this three-year experiment. Kevin Corliss said that it would be good to have a programmatic approach to using this chemistry.

**Winery Certification Technical Committee:** Ed Fus spoke about the update to this committee. He explained the creation of a requirement for a sustainability plan that will be new for 2009. He also expressed that changes that he wanted to make are still on the table for 2010.

## **Program Updates:**

Member report: Chris gave the member report and spoke about the interest from a few key members that we should be pursuing them. Stirling said that he felt the projected numbers were modest and small. Chris explained that the projections took into account the current recession as well as a loss of some members due to various issues.

Website: Chris Serra explained that the new website was currently fully functional and that members had an extremely positive response so far. Chris also explained that work that still needs to be done on the website, including full winery certification integration, will take place in 2010 with feedback from 2009 vineyard inspection use.

## **Salmon-Safe Update:**

Dan Kent said that he wants to work with Chris Serra to look for more grant opportunities, including the EPA grant in the Columbia Basin for toxicity reduction.

He said that water use is one area that Salmon-Safe is going to be improved in their standards. He has heard that irrigation water used for frost control is a key concern.

He then said that Salmon-Safe is doing a gap analysis for the Lodi-Woodbridge program.

He then spoke about creating a Salmon-Safe overlay for the LIVE Winery Certification, especially aimed at new winery development.

## **OWB/OCSW Update:**

Hannelore provided a slide show to update OCSW's activities. Currently there are 50 wines produced by 13 wineries totaling 48,590 cases. She then displayed the homepage of the new OCSW website, and spoke about the social networking aspect of the program. She spoke about marketing materials including table top display for OPC, certificates for tasting rooms, and trade education material to be developed for next year. Finally she spoke about protecting the OCSW mark worldwide.



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Albers Mill (Oregon Wine Board), 1200 Naito Parkway, Portland OR

Ted Farthing gave a history of how the conversation between LIVE and OCSW developed over the past few years. The discussion ensued about where the line should be drawn between what LIVE's mandate is and what OCSW's mandate is. Betty O'Brien expressed the opinion that although LIVE should not pursue consumer marketing, that it should also not turn down an opportunity to talk about the program to anyone that wants to listen. However it was agreed that LIVE should explain that OCSW is the consumer marketing engine that drives the discussion of sustainability to the end consumer. Ted Farthing expressed the idea that tasting room materials can be considered support for the member and that this would not fall into the consumer marketing arena. The group discussed a process by which any gray areas of operations would be discussed with a consult with the current chair before proceeding.

Kevin Corliss said that the Washington growers are waiting to see what happens with Chateau Ste Michelle before jumping into LIVE.

Ed Fus asked what OWB could do to help LIVE recruit more wineries. Ted Farthing said whenever they speak about OCSW it helps to draw interest.

## **Old Business:**

The discussion took place about continuing with giving the option to members to use the LIVE logo use on the bottle. It was agreed to allow the use of the LIVE logo for another year without charging for its use and under the current rules.

## **New Business:**

It was agreed to give the program manager the authority to work within the budget and if there are any disturbing trends, that he/she should report to the board.

It was agreed to look at scenarios for raising inspection fees for 2010.

Chris Serra asked for participation in a fundraising strategy committee. Allen Holstein said that grants should be focused upon. Betty O'Brien said that fundraising is difficult for a non-charitable organizations and that my energy should be spent on grant writing.

Dan Kent said that Salmon-Safe is looking at forming an accredited provider program. Dan Kent, Ed Fus and Ted Farthing agreed to be on a fundraising sub-committee with Chris Serra.

## **Other Topics:**

Betty discussed the program manager evaluation and motioned a 5% salary increase. Jason Tosch seconded, unanimously approved.

Stirling Fox asked if there was any sense of why Domaine Serene dropped 3 vineyards from the program. Ted Casteel said that the vineyard management team is unhappy with how the program treats small infractions. Ted Casteel is going to make a phone call to see if he can find out more information and try to change their minds.

Col Solare was recommended by Kevin for a board meeting on August 5<sup>th</sup> from 1-4 with a meet and greet after from 4-6.

**Adjournment:** Ted Casteel adjourned the meeting at 1:10pm.



# LIVE Board Meeting Minutes

August 5<sup>th</sup>, 2009, 1pm-4pm

Col Solare Winery, 5207 Antinori Road, Benton City, WA

**Attending Board:** Betty O'Brien (Chair), Ted Casteel (Vice Chair/Secretary), Stirling Fox, Jason Tosch, Ed Fus, Al MacDonald, Kevin Corliss, Don Crank

**Board Not Attending:** Allen Holstein (Treasurer), Ted Farthing (OWB/Ex-Officio), Dan Kent (Salmon-Safe/Ex-Officio)

**Attending Guests:** Chris Banek (Seven Hills Vineyard), Jason Magnaghi (Leonetti Cellars)

**Attending Staff:** Chris Serra (Program Manager)

**Call to Order:** Ted Casteel called meeting to order at 1:00 pm.

**Minute Approval:** Betty O'Brien proposed two changes to the June meeting minutes. Ed Fus motioned to approve minutes from June board meeting with the changes Betty proposed. Betty O'Brien seconded. Motion unanimously approved.

**Reports:** Chris Serra presented financial reports

*Financial Report:* Chris presented the financial statements. Total cash in the bank was about \$75,000, with a net income for the year of about \$17,000. To date we are slightly above budget. Points were made that while we are lagging in donations, we are \$2000 over the projected income. Chris stated that we still need to collect about \$22,000 to meet the projections for the year, which should come from winery billing and new winery enrollment. We will also spend about \$30,000 on vineyard inspections. Chris stated that he will meet with the Oregon Wine Board to discuss new and better ways to present financial analyses to the board.

*Membership Report:* Chris presented the membership report and stated that 8000 vineyard acres are enrolled in the program and that we are above the projected amount of new members with a net gain of 25. Chris stated that Quail Run enrolled 9 new vineyards, that there has been no word from Idaho, and spoke about members that dropped out and their reasons.

Stirling Fox and Jason Tosch arrived.

**Winery Certification Technical Committee:** Ed Fus spoke about the winery certification meeting at Willakenzie where about 40 interested parties (current and prospective members) attended. Members expressed enthusiasm and asked questions about the program. Ed spoke about the work to certify Washington wineries.

Al MacDonald recommended inviting regulatory agencies onto the technical committees and that Washington should form a winery certification technical committee.

Chris Banek and Kevin Corliss spoke about potentially starting a Washington Certified Sustainable program to mimic the Oregon Certified Sustainable Wine program. Al MacDonald recommended using the Vinea program as the marketing arm for certification in Walla Walla.

**Vineyard Certification Technical Committee:** Jason Tosch spoke about a vineyard that dropped out of LIVE due to whole-farm non-compliance. A chemical was used that was not allowed under either the LIVE or Salmon-Safe protocol. He then spoke about how LIVE re-opened the case and discovered an IOBC exception for members who are in good standing for over 5 years, and that Salmon-Safe agreed to adopt this rule when dealing with unintentional incidents. The vineyard in question was re-instated.



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Col Solare Winery, 5207 Antinori Road, Benton City, WA

Jason then spoke about a member who used a banned chemical without consulting LIVE first and who then dropped out.

Jason finally spoke about the Movento trials that are being conducted over the next 3 years. He said that the IOBC has approved of these trials and that university research should be used during trials of any chemical.

Kevin Corliss gave an update of Washington vineyards and spoke about the problems they are having with Leafhopper. He stated that the IPM solutions they devised did not work and they will not be able to be certified this year due to the measures they have taken. The group agreed that it was an evolving process and that we will work more with these committees next year to develop procedures that will be effective and allow certification.

Chris presented a proposal by PSU graduate student Terry Anthony to develop a carbon offset program to compliment his carbon footprint service. Chris said that he thinks that LIVE should be looking at a partnership with both Terry Anthony and a conservation group to replant native trees into the Willamette Valley to offset emissions by vineyards and wineries. The group agreed this was an idea worth pursuing.

**Old Business:** Chris Serra presented the breakeven analysis that included both vineyard and winery in the 'sales mix' format. Chris also projected a new feature of the internal database that can calculate vineyard certification revenue based on membership numbers and hypothetical fee structures. Combining these two tools, Chris showed that the breakeven with the current mix would be 30 wineries and 324 vineyards. Chris explained that we are losing money on vineyard inspections and should raise this in order to lower the breakeven. The current actual cost of inspections is about \$320. Chris recommended raising inspection fees to \$350 to compensate for this, and for any increase in inspector fees in 2010. Chris also recommended hiring one inspector to audit all the non-site visit vineyards, to achieve economies of scale and to lower the cost during these years.

Stirling Fox motioned to raise the inspection fee to \$350 in 2010, and to review and adjust it in subsequent years based on the actual cost of inspections. Jason Tosch seconded this motion. The board unanimously approved this motion.

**New Business:** Chris Serra asked that the board make recommendations for cash management. Current there is no interest being earned on cash in the bank. The group agreed that the amount was not enough to warrant anything other than an interest bearing checking account for the time being and to review this in the coming year.

**Other Topics:** Chris Serra announced that there would be an alleyway management conference given at Rose AgriSeed in Canby, Oregon and that any board member was welcome to attend or even to speak on this topic if they so wished.

Chris gave updates on inspections, stating that the inspectors had their assignments and were in the process of arranging the site visits.

Chris spoke about the generally positive response from his recruiting efforts with wineries. He will be doing these road visits again throughout the fall and winter.

Jason Tosch and Al MacDonald recommended the possibility of carrying advertisements on the website. Chris said he would research this.



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Col Solare Winery, 5207 Antinori Road, Benton City, WA

Kevin Corliss recommended looking into the juice-grape industry.

Chris asked that the group set dates for the next year's worth of board meetings and major technical committee meetings. The board did this:

- Winery Certification Technical Committee Meeting: September 1, 10am, Viticulture Center
- WV Vineyard Certification Technical Committee Meeting: Septemeber 8, 10am, Viticulture Center
- Board Meeting: November 5, 10am, Viticulture Center
- Board Meeting: January 7, 2010, 10am, Viticulture Center
- WV Vineyard Certification Technical Committee Meeting: January 12, 2010, Viticulture Center, Vineyard determinations
- WV Vineyard Certification Technical Committee Meeting: January 19, 2010, Viticulture Center, Chemistries for 2010
- WA Vineyard Certification Technical Committee Meeting: January 20, 2010, Venue TBD, Chemistries for 2010
- Vineyard Certification Technical Committee Summit: February 2, 2010, Venue TBD
- Board Meeting: March 4, 2010, 10am, Washington venue TBD
- Annual Meeting: April 22, 2010, venue TBD
- Board Meeting: June 3, 2010, 10am, Southern Oregon venue TBD
- Board Meeting: August 5, 2010, 10am, Viticulture Center

**Adjournment:** Ted Casteel adjourned the meeting at 3:20pm

# LIVE Board Meeting Minutes

November 5<sup>th</sup>, 2009, 10am-12pm

Northwest Viticulture Center, 215 Doaks Ferry Road, Salem, OR



**Attending Board:** Ted Casteel (Chair), Jason Tosch (Vice Chair), Stirling Fox (Secretary), Allen Holstein (Treasurer), Betty O'Brien (Chair Emeritus), Ed Fus, Al MacDonald, Don Crank, Dan Kent (Ex-Officio), Ted Farthing (Ex-Officio)

**Board Not Attending:** Kevin Corliss

**Attending Staff:** Chris Serra (Program Manager)

**Call to Order:** Ted Casteel called meeting to order at 10:05 am.

**Minute Approval:** Ted Casteel proposed two changes to the August meeting minutes. Betty motioned to approve minutes from June board meeting with the changes Ted proposed. Al seconded. Motion unanimously approved.

**Reports:** Chris Serra presented regular reports

*Membership Report:* Chris presented the membership report and stated that LIVE surpassed its 2009 vineyard membership goal with 25 new members. The total vineyard membership stands at 207 and winery membership at 22.

*Inspector Report:* Chris spoke about the different inspectors and their progress. All in all, the inspectors were close to being complete. John Morrison, LIVE's new inspector, has been getting favorable reviews. Chris explained the deadline was December 10<sup>th</sup> and that all was on track to be complete. Chris showed the new certificate design and stated that it was to be included in members' web-areas.

*Lecture Series:* Chris proposed the lecture series with a goal of 10-12 lectures per year. Jason stated he is working on a Nutrition Management lecture with Ken Kupperman. Other ideas were given for topics. Dan Kent recommended corporate sponsorship of the lecture series.

*Financial Report:* Chris provided snapshots of the balance sheet, profit/loss, and cash flow statements. Total income and YTD numbers were explained. Chris proposed two budgets, each showing a different scenario of growth, with different ranges of new membership and expense scenarios. There was much discussion amongst the board about how well organized the financial data was and how well the program was doing in 2009. It was shown that only 17% of the program was funded by grants and that it is on its way to being self-sustaining. Chris invited the board to use the Excel spreadsheet in real-time to show different cash-flow scenarios in real-time. Allen Holstein speculated about future funding sources of LIVE, and stated that the wineries are the most lucrative revenue source.

Dan Kent stated that LIVE seems well positioned to ask for funding from different sources due to its operations being nearly fully funded. He is continuing his dialogue with WAWGG toward looking for grant opportunities.

Stirling Fox motioned that LIVE create a grant proposal to the Oregon Wine Board. Betty O'Brien seconded the motion. Ted Casteel called for a vote which was unanimous.

Chris Serra expanded on other future grant proposals, such as ODA, EPA, WSARE, and others. He also will pursue private and corporate donations as well.

# LIVE Board Meeting Minutes

November 5<sup>th</sup>, 2009, 10am-12pm

Northwest Viticulture Center, 215 Doaks Ferry Road, Salem, OR



Betty O'Brien commented that Vicky Walker of the USDA should be contacted through Jim Bernau for possible funding opportunities.

Chris asked to re-allocate certain miscellaneous expenses for the fiscal year remaining. Those included website maintenance and upgrades, and accountant fees.

Allen Holstein motioned to approve the reallocation of funds. Ted Casteel stated that a board motion was not necessary. Allen Holstein withdrew the motion.

Chris asked for a vote on the balanced budget proposal for 2010. Al MacDonald motioned to accept the 2010 balanced budget that Chris proposed. Ed Fus seconded. Unanimously approved.

**Vineyard Certification Technical Committee:** Jason Tosch spoke about the last tech committee meeting and Movento trials. He stated that Movento has no effect on beneficial insects; however the LIVE approved position for phylloxera remains vine removal. He also stated that a negative cumulative effect of the chemical is possible and will be examined.

**Winery Certification Technical Committee:** Ed Fus spoke about the winery certification. He mentioned that we are going to begin the changes to the 2010 workbook at the next meeting on November 30<sup>th</sup>.

Dan Kent said the he would meet with Ed Fus to develop the Salmon-Safe overlay with a goal of June for completion, but with hopes to complete it earlier in the year.

Ed Fus mentioned that he was invited to the WAWGG annual meeting to speak about the LIVE winery certification.

**OCSW Update:** Ted Farthing said that the Oregon Wine Board will be doing strategic development over the next few months for OCSW, specifically reaching out to second generation wineries.

Ted Farthing stated that there will be an Earth Week rollout of the OCSW program in 2010 in New York and San Francisco and that there are 100 wines and over 1.4 million bottles of wine labeled with the OCSW logo.

The USPTO office has accepted the OCSW logo as trademarked.

Dan Kent said that Salmon-Safe Vinea wines are getting a lot of traction in Seattle.

Dan said that Kevin Scribner (formerly of Salmon-Safe) is now working for Vinea so there will be continued cooperation.

A new Salmon-Safe PSA was shown to the group.

## **Other Topics:**

Ed Fus recommended we look at internship possibilities. The group agreed to look for an intern for the lecture series. Betty recommended Willamette University or Ed Recommended PSU.

Betty O'Brien requested that board nominations be placed on the January board meeting agenda.

## **Future Meetings:**

# LIVE Board Meeting Minutes

November 5<sup>th</sup>, 2009, 10am-12pm

Northwest Viticulture Center, 215 Doaks Ferry Road, Salem, OR



- Board Meeting: January 7, 2010, 10am, Viticulture Center
- WV Vineyard Certification Technical Committee Meeting: January 12, 2010, Viticulture Center, Vineyard determinations
- WV Vineyard Certification Technical Committee Meeting: January 19, 2010, Viticulture Center, Chemistries for 2010
- WA Vineyard Certification Technical Committee Meeting: January 20, 2010, Venue TBD, Chemistries for 2010
- Vineyard Certification Technical Committee Summit: February 2, 2010, Venue TBD
- Board Meeting: March 4, 2010, 10am, Washington venue TBD
- Annual Meeting: April 22, 2010, venue TBD
- Board Meeting: June 3, 2010, 10am, Southern Oregon venue TBD
- Board Meeting: August 5, 2010, 10am, Viticulture Center

**Adjournment:** Ted Casteel adjourned the meeting at 12:10