1-1-2008

LIVE 2008 Meeting Minutes

LIVE (Low Input Viticulture & Enology)

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Meeting Minutes. Submission 10.
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Attending Board: Al MacDonald (President), Betty O’Brien (Vice President/Secretary), Allen Holstein (Treasurer), Ted Casteel, Jason Tosch, Chris Banek, Stirling Fox, Chris Serra (Program Manager), Ted Farthing (Oregon Wine Board), Dan Kent (Salmon-Safe)

Call to Order: Al MacDonald called the meeting to order at 2:02pm

Minute Approval: Ted Casteel motioned to approve the minutes from the last board meeting, Jason Tosch seconded the motion. Motion unanimously approved.

Membership Report: Chris Serra presented membership report to the board as prepared by Teresa Soler. The board wished to see future reports broken down into Oregon and Washington.

Technical Committee Update: Jason Tosch stated that those members that were questionable for 2007 will be resolved at a January 23rd technical committee meeting.

Chris Banek asked Chris Serra to email Tara regarding technical committee communications with Vinea.

Old Business

Dues Increase: Ted Casteel moved to adopt 2009 dues increase, Allen Holstein seconded. This motion was approved by the board.

New Business

Annual Meeting: Betty O’Brien confirmed April 3rd as the date for the annual meeting at Chemeketa’s Northwest Viticulture Center. Betty also reminded us that there is a 30 day notification period for the membership prior to the meeting.

Betty O’Brien suggested that changes need to be made to the bylaws, such as board director numbers and approved notification methods. She also stated that we need a nominating committee and a list of whose terms are concluding this year.

Chris Banek requested that we present a summary of the 5-year plan.

Jason Tosch asked to show the membership the work that has been done on the winery certification and Oregon Certified Sustainable at annual meeting.

Ted Farthing volunteered to present Oregon Certified Sustainable to the membership.

Betty O’Brien wished to recognize Teresa Soler with a plaque and some wine.

Chris Banek recommended that we send out a questionnaire about our program to solicit feedback.

Al MacDonald recommended having a carbon neutral presentation, as well as inviting other members of the industry to present sustainability projects.

Stirling Fox recommended recognizing Jim Bernau with a plaque for continued support.
Betty expressed the need to convene the next board meeting on March 3 at Chemeketa in order to give the proper 30 days notice before the Annual Meeting.

Al MacDonald asked Chris Serra to prepare a list of board members whose terms are about to expire based on the minutes from the 2007 Annual Meeting.

**Other Issues:** Chris Banek asked if he could have a representative come to the next board meeting. Jason Tosch mentioned that Chris could have another board member vote for him by proxy.

Jason Tosch expressed concern about liability insurance. Ted Farthing expressed that he has an agent that can cover our needs.

Al MacDonald asked if there was any further business. There was not.

**Adjournment:** Al MacDonald adjourned the meeting at 2:39pm.
LIVE Board Meeting Minutes
March 3rd, 2008, 10am-1pm
Northwest Viticulture Center, Chemeketa at Eola

Attending Board: Al MacDonald (President), Betty O’Brien (Vice President/Secretary), Allen Holstein (Treasurer), Ted Casteel, Stirling Fox, Chris Banek (via conference call)

Board Not Attending: Jason Tosch - gave proxy vote to Stirling Fox

Attending Staff: Chris Serra (Program Manager)

Call to Order: Al MacDonald called meeting to order at 10:30am

Minute Approval: Ted Casteel motioned to approve minutes from 1/10/08 board meeting. Al MacDonald seconded. Motion unanimously approved.

Reports: Chris Serra presented regular reports

Membership Report: Membership was shown to have grown over 38% between 2006 and 2007, with a good portion of this coming from Walla Walla. Total certified members as of March 3rd stood at 93 with 3390 vineyard acres certified and 4968 vineyard acres enrolled overall. Weaknesses in the growth pattern were seen to be in the South Willamette Valley region. Stirling Fox recommended a future brainstorming session to include recruitment efforts in that region.

Financial Report: LIVE financials were broken into two groups: September through March by month and January through March by class. This showed that although there was an overall loss in the past 6 months due to double payroll and transition, recent grant activity and allocation of these funds toward specific project gave LIVE a net income of $7368 in 2008 so far. Allen Holstein recommended that we prepare pro-forma financial statements and budgets in the future. Chris Serra explained that to do this would take a lot of time because of the difference between the bookkeeping systems between program managers. He also said that it would be more feasible to do this after 1 year of the current bookkeeping (6 more months). Chris went on to tell Allen that there was $43,000 in the bank (all of which is allocated) and will be billing members in the coming weeks for 2008.

IOBC Report: LIVE has submitted all necessary materials to the IOBC for annual endorsement by the deadline they required (Feb 29th). We will now wait for their decision and invoice for 2008.

Annual Meeting: A discussion was held about changing around the annual meeting agenda to put more important items earlier in the day. It was also brought up that LIVE should present Teresa Soler with a gift for her service to LIVE and Jim Bernau the first founder’s award in recognition for his support and vision.

Old Business

By-law Changes: Betty had prepared and read through bylaw changes. All changes were discussed and agreed upon, to be voted on by the membership at the annual meeting.

Upon completion of this discussion, Allen Holstein motioned to recommend bylaw amendments to membership. Stirling Fox seconded. Motion unanimously approved.

Nomination of Directors: Ted Casteel and Betty O’Brien agreed to run again for directors upon expiration of their terms next month.
New Business

Expansion of Board: The board of directors will be expanding and discussion was held about the informing of new nominees.

Stirling Fox will nominate directors at annual meeting.

Other Issues: Al MacDonald presented the ANSI movement toward a national standard of sustainability and suggested that LIVE take a vested interest in the development of the standards. It was agreed upon that Chris Serra should try to be included in development committees through the contracted standards development agency.

Betty O’Brien stated that a 6 month review of Chris Serra is due and should be held as soon as possible.

Adjournment: Al adjourned the meeting at 12:40 p.m.
LIVE Board Meeting Minutes
June 5th, 2008, 9am-12pm
Northwest Viticulture Center, Chemeketa at Eola

Attending Board: Al MacDonald (Chair), Betty O’Brien (Vice Chair/Secretary), Allen Holstein (Treasurer), Ted Casteel, Stirling Fox, Jason Tosch, Ed Fus, Chris Banek (via conference call), Dan Kent (Salmon-Safe), Ted Farthing (OWB)

Attending Guests: Pat Dudley (Bethel Heights), Jim Cramer (ODA), Ron Pence (ODA), Nadine Lew (A to Z), Hannelore Buckenmeyer (OWB), Dalton Hobbs (ODA), Gary Neuschwander (ODA)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Al MacDonald called meeting to order at 9:05am

Minute Approval: Ted Casteel motioned to approve minutes from 3/3/08 board meeting. Betty O’Brien seconded. Motion unanimously approved.

Chris Banek could not be contacted immediately due to technical difficulties with the phone system. A second successful attempt was made when phones were later repaired.

Reports: Chris Serra presented regular reports

Membership Report: New members have been joining in large numbers over the previous two weeks. This was due to two OWB newsletter blasts with a stated deadline. There have been 19 new enrollments in 2008 at a total of 727 acres. The current total membership stands at 164 with 5669 vineyard acres enrolled.

Financial Report: LIVE was projecting a budget deficit of $5488 for 2008 as recently as April, but has since turned a corner due to aggressive recruiting of new members. Currently, there is a projected budget surplus of $1988 for 2008. This number does not include projections that include winery certification revenue. Ted Farthing recommended projecting an 18 month cash-flow statement.

IOBC Report: LIVE has been approved for continued endorsement through the IOBC for 2008. Jason Tosch recommended that LIVE puts in writing the tangible benefits of GlobalGap for the American market. Ted Farthing inquired about an IOBC equivalent endorsement for the winery certification. To date there has not been an equivalent found.

Walla Walla report was postponed until Chris Banek could be contacted.

Jason Tosch presented WAWGG report, stating that he, Al MacDonald, and Chris Serra met with Vicky Sharlau to finalize the integration of LIVE into the Vinewise workbook. Once this is completed, there will be a small group of conscientious growers chosen for a pilot program to work out any issues that may arise from the integration. Chris Serra will be meeting with members of WAWGG next week to discuss an integration plan as well as presenting the current winery certification plans. Stirling Fox mentioned the prospect of forming a Washington chapter of LIVE sometime in the future to ease the administrative burden. Dan Kent also mentioned that Washington issues will be more complex than Oregon due to the prevalence of large multi-use farms. Allen Holstein raised the concern about inspections not being truly randomized and the rest of the group agreed that this is a concern that should be addressed in a future technical committee meeting. Ed Fus raised concern of large farms out-pacing current inspection fees and stated that the current inspection fee structure should be revised for larger more complex farms.
Jason Tosch presented the technical committee report. Jude Hobbs and Rob Koche have both accepted LIVE’s counter-bid proposals and will be sent contracts and begin scheduling inspections in July. Jason then set a technical committee meeting for September 9th at 9am. Ted Casteel recommended that we hold a board meeting in Walla Walla. The board agreed.

Chris Serra and Dan Kent presented a grant summary provided by Terry Anthony, a PSU graduate student, which proposes to study the effects of certification agencies over time on multiple environmental factors. Al MacDonald called for a vote to express support for this project. Unanimously approved.

Dan Kent presented the Salmon-Safe report. Dan stated that this year’s Governor’s grant will be 60% less than previous years, and therefore this will be reflected in this year’s pass-through to LIVE. He then spoke about the Salmon-Safe certification ceremony in Walla Walla and that Salmon-Safe certifications accounted for 56% of Walla Walla vineyard acreage. He then spoke about a future inspection training for the Jude Hobbs and Rob Koche. Finally, Dan mentioned that Jude will be developing a biodiversity assessment.

Old Business

Winery Certifications: The most extensive topic of the day was presented. Chris Serra presented the revisions made to the winey certification program. The main point of debate was presented in detail - that is the requirement that a certain percentage of certified fruit be sourced by the winery in order to pass a certification item in the scorecard. The debate was robust, involved all parties, and ranged from making the percentage 97% overall to eliminating the percentage altogether and focusing strictly on the wines that will carry the LIVE/OCS logo. Ted Casteel proposed making a tiered set of bonus points that include sourcing successively larger percentages of certified fruit in LIVE wineries. Stirling Fox called for a motion to do this, Jason Tosch seconded, unanimously approved.

The preamble that Ed Fus created to shore up any potential abuses by non-traditional wineries was presented. The group agreed that this was adequate and should remain in the contract.

Ron Pence stated that ISO standards state that all subcontractors must also meet ISO standards. This may affect how LIVE treats the use of sub-contractors. It was agreed that this should be a discussion for a later date.

Discussion of winery certification dues centered on whether to charge based on entire production (as is the current plan) or a flat fee plus a per-certified-bottle fee. It was agreed that Chris Serra would work on potential scenarios for each and that attention should be paid to the cost of administering the program, as well as competitor pricing analyses.

Betty O’Brien stated that care should be taken to match requirements on all documents.

Al MacDonald stated that the next step should be revisions made based on these discussions followed by email dissemination to all board members for comment.

ODA guests excused themselves.

Chris Banek joined the meeting via conference call. Chris stated that the Walla Walla technical committee is nearing completion and confirmed Dan Kent’s earlier remarks that the Salmon-Safe ceremony was a success.
**New Business**

**Officer Elections:** Al MacDonald called for elections of Chair, Vice Chair/Secretary, and Treasurer. The first election was Betty O’Brien taking over the position of chair from Al MacDonald, as set forth in the by-laws.

The second election was a nomination by Ed Fus of Ted Casteel for Vice Chair/Secretary. Allen Holstein seconded this and the board unanimously approved the election.

The third election was a nomination by Ted Casteel of Allen Holstein to retain the position of Treasurer. Stirling Fox seconded this and the board unanimously approved the election.

Al MacDonald turned the meeting over to Betty O’Brien.

**Other Issues:** Allen Holstein mentioned that a winery certification committee should be formed. Ed Fus volunteered to chair this committee. Jason Tosch proposed that a technical committee meeting be held either June 26th or 27th and should include both committees.

Betty O’Brien stated that a 6 month review of Chris Serra is overdue and will be held within the next few weeks.

**Adjournment:** Betty O’Brien adjourned the meeting at 11:55am.
Attending Board: Betty O’Brien (Chair), Allen Holstein (Treasurer), Al MacDonald, Ed Fus, Jason Tosch, Chris Banek, Stirling Fox, Ted Farthing (OWB)

Non-Attending Board: Ted Casteel (Vice Chair/Secretary)

Attending Guest: Hannelore Buckenmeyer (OWB)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Betty O’Brien called the meeting to order at 10:00am.

Ed Fus spoke about Winery Technical Committee formation and initial meeting. Discussion followed about how to involve more members of the industry and build a committee with the appropriate members.

Stirling Fox recommended holding a workshop for potential recruits to train them on the requirements of winery certification membership.

Betty O’Brien reported that the personnel committee (Al MacDonald, Ted Casteel, and herself) had met with Chris Serra for his initial performance review. The committee proposed a 10% increase for Chris Serra’s salary in recognition of his excellent work since he was hired in September. Motion was seconded by Allen Holstein. Motion was unanimously approved.

Betty O’Brien noted the Personnel Committee also encourages Chris Serra would also be allowed to take general viticulture and enology courses through Chemeketa as a part of his professional development, at LIVE’s expense.

Betty O’Brien called for a vote on the re-election of Jason Tosch to a two year term. Motion was seconded by Allen Holstein. Motion was unanimously approved.

Jason gave a technical committee update, stating that there would be a meeting to discuss chemistries that need to be considered for inclusion on the pesticide list.

Discussion took place about the LIVE Wine Tasting Panel. Stirling Fox briefed the board about the history of the tasting panel.

Ted Farthing and Hannelore Buckenmeyer expressed concerns that the tasting panel was not independent enough from LIVE to provide assurance of third-party credibility. Hannelore also spoke of the issue of timing between wine tasting and labeling. Ed Fus recommended that the panel be replaced by a requirement that wines must be submitted to a third-party laboratory for sensory analysis. He read a description from the Vinquiry catalogue of such a service that would carry a low cost of $45/per analysis. The board agreed that this was an adequate solution to the problem and decided to disband the tasting panel in its current form.

Adjournment: Betty O’Brien adjourned the conference call at 11:15 am.
LIVE Board Meeting Minutes  
August 7th, 2008, 9am-11pm  
Pepper Bridge Winery, Walla Walla, WA

Attending Board: Betty O’Brien (Chair), Ted Casteel (Vice Chair/Secretary), Stirling Fox, Jason Tosch, Ed Fus, Chris Banek, Al MacDonald

Board Not Attending: Allen Holstein (Treasurer)

Attending Guests: Jean Francois Pellet (Vinea), Patty Skinkis (OSU), Clive Kaiser (OSU), Kevin Corliss (Chateau Ste Michelle)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Betty O’Brien called meeting to order at 9:00am

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

Minute Approval: Betty O’Brien read revisions to conference call minutes from July 11th, 2008. Betty O’Brien motioned to approve minutes from July conference call and June board meeting. Jason Tosch seconded. Motion unanimously approved.

Reports: Chris Serra presented regular reports

Membership Report: New members have been joining in large numbers over the previous two months, and have joined past the stated deadline for open enrollment (paying at 2009 rates). There have been 33 new enrollments in 2008 at a total of 2312 acres. The current total membership stands at 178 with 7254 vineyard acres enrolled. Betty O’Brien congratulated the board on all of the success for 2008 as a result of the hard work of the members over the past 10 years.

Financial Report: LIVE was projecting a budget deficit of $5488 for 2008 as recently as April, but has since turned a corner due to aggressive recruiting of new members. Currently, there is a projected budget surplus of $7650 for 2008. This number does not include projections that include winery certification revenue. Stirling Fox recommended separating the books once revenue is realized from winery certifications. Chris Serra fielded questions from the board about revenue and expenses. Al MacDonald reiterated a request for an expense line item of an audit of the books. Al then spoke about Chemeketa’s plan to expand the Viticulture Center and that LIVE office space will be available.

Chris Banek requested that the winery and vineyard technical committee reports be switched as he had another meeting to attend.

Vineyard Certification Technical Committee Report: Jason Tosch presented the Vineyard Certification Technical Committee report. Discussion focused on the meeting from the night before. Jean Francois Pellet expressed the need for improved communication between the Walla Walla and Willamette Valley Technical Committees. Jason said that certain chemicals that were taken off the pesticide list in 2007 should be reinstated as soon as possible pending the review by the Walla Walla technical committee.

Jason proposed a January 21st 10am joint technical committee meeting at the Northwest Viticulture Center in Salem to discuss 2009 chemistries and that a January 14th meeting to discuss the inspectors’ reports should be attended by a Vinea representative.
Chris Banek explained that Vinea will be recruiting a paid employee to deal with the administrative load of Vinea.

Jason Tosch, Clive Kaiser, and Patty Skinkis agreed that the pesticide list needs improving and revising. Clive passed around charts with all registered pesticides in Oregon and explained that there is a model that is being developed that may be of use to LIVE for developing a more comprehensive strategy for adopting chemistries.

Jason stated that he had contacted Bayer for more information about Movento for Phylloxera. Al MacDonald stated that there were studies that showed low efficacy of the chemical for that disease. Jason explained that members wishing to use Movento would have to use the variant process and would disqualify the sprayed blocks from certification.

Chris Banek excused himself to attend another meeting.

Kevin Corliss asked about guidelines for forming a technical committee. Jason Tosch explained that there should be a cross-section of industry, extension service, and researchers. Al MacDonald said that Salmon-Safe should be contacted and that ODA (or equivalent) should be represented.

**Winery Certification Technical Committee Report:** Ed Fus gave the Winery Certification Technical Committee report. The agenda and outcomes of the last committee meeting were discussed, including potassium sorbate inclusion on the yellow list of enology chemicals, reporting and compliance requirements, and recruitment progress.

The sensory requirements for wine certification were discussed extensively, and it was decided to recommend to the committee to only require objective criteria, and that the sensory requirements are eliminated.

Betty O’Brien informed the board that the dues structure from a previous conference call had not been recorded, and that there should be a motion to recognize this decision. Betty then explained the fee structure for the winery certification: $500 for annual dues, $100 application fee (waived for 2008), sliding scale inspection fee of $600/$900/$1200, and a logo royalty of $.01/bottle (waived for 2008). Ted Casteel motioned to accept this dues structure. Ed Fus seconded this motion. Motion unanimously approved.

Betty O’Brien set the next board meeting for November 6th, 2008 at 10am at the Northwest Viticulture Center in Salem.

**Adjournment:** Betty O’Brien adjourned the meeting at 11:05am.
LIVE Board Meeting Minutes
November 6th, 2008, 10am-12:30pm
Northwest Viticulture Center, Chemeketa at Eola

Attending Board: Betty O’Brien (Chair), Ted Casteel (Vice Chair/Secretary), Allen Holstein (Treasurer), Stirling Fox, Jason Tosch, Ed Fus, Dan Kent (Salmon-Safe), Ted Farthing (OWB)

Board Not Attending: Chris Banek

Attending Guests: William Foster (Contracted software engineer)

Attending Staff: Chris Serra (Program Manager)

Call to Order: Betty O’Brien called meeting to order at 10:05am

Minute Approval: Ted Casteel motioned to approve minutes from 8/08 board meeting. Al MacDonald seconded. Motion unanimously approved.

Reports: Chris Serra presented regular reports

Membership Report: Membership remained at the same level as previously reported, due to enrollment being closed for the year and harvest monopolizing the time of potential recruits. Betty O’Brien inquired about the status of the Red Mountain AVA road to certification. Chris Serra informed the board that representatives from Red Mountain would be meeting in the following week to discuss LIVE compliance and any other issues that may prevent them from pursuing certification.

Financial Report: Financials were presented and discussed in some detail. A budget surplus was predicted for 2008 of $19,000. The board expressed gratitude for the healthy financial position of LIVE. Audit issues were then brought to the table early. Chris Serra spoke about contacting multiple CPA’s inquiring about a full audit. Every CPA said that an ‘audit’ would be unnecessary and cost prohibitive (between $6000-$12,000) for an organization of our size, and that there were other options available. Quarterly compilation statements or reviews were presented as options that would cost much less but still provide a level of professional assurance for the board. Ted Casteel moved to have professionally prepared quarterly reports presented to the board and to have Chris Serra choose the CPA based on cost and quality of service. Ed Fus seconded this motion. Motion was unanimously approved.

Vineyard Certification Technical Committee Report: Jason Tosch presented this report. He spoke about Movento having low efficacy as shown by WSU. He then spoke about mealybug and the extension alert that had been sent out to the industry this fall. Ted Farthing spoke about the need to create a clean plant network. Jason then discussed the need for a technical committee summit in January that would have the purpose of bringing together the heads of the three technical committees to finalize Green/Yellow lists as well as the pesticide list. This meeting would be held in Hood River or The Dalles so as to be a central location. Sterling recommended inviting a southern Oregon representative to attend.

Jason Tosch then confirmed the next technical committee meeting for December 2nd, 2008 at 1pm.

Winery Certification Technical Committee Report: Ed Fus presented this report. Ted Casteel spoke about Bethel Heights’ inspection experience and said that it was a positive one. Ed spoke about winery outreach for recruitment in 2009. Dan Kent said that a walkthrough of a certified site would be a great idea
for a field day. Ted Casteel said that most potential members he spoke to said that cost was the main deterrent.

Salmon-Safe report: Dan Kent presented the Salmon-Safe report. He stated that copper containing compounds was added to the high-risk list as a pesticide and would be interested in investigating the PEAS model that Jason Tosch believes would be the future of the pesticide restrictions in the program. Dan then passed around marketing materials that had been produced recently and said that a LIVE/SS bus-side proposal to the city of Seattle was rejected. He then spoke about the grant pass-through for LIVE, stating that it would be half of what it had been historically, $7500.

Program Upgrades: Chris Serra spoke about program upgrades. The internal database that has been upgraded over the past 5 months was presented to the board with the help of its architect William Foster. The board congratulated William on a job well done and Chris explained that there were a few more upgrades that were being performed and should be complete by December. Chris then presented a proposal to overhaul the LIVE website in order to make it easier to navigate, give it the ability to host member reporting, and improve the image of the program to that of a world-class certifier. Chris asked for an outlay of $14,000 from the operational budget to perform this task. Jason Tosch moved to accept Chris Serra’s proposal. Ted Casteel seconded. The motion was unanimously approved.

Oregon Wine Board Report: Ted Farthing gave an update from the Oregon Wine Board. He spoke about the Oregon Certified Sustainable Wine program, specifically about not receiving the $300k value added grant they had applied for to fund its main marketing efforts. The current budget for OCSW was stated to be $125k. Ted stated that the program would be launched to the industry in December.

Stirling Fox stated that he would address the elimination of the tasting panel at the annual meeting.

Salmon-Safe LIVE formalization: Dan Kent spoke about the mutual need for LIVE and Salmon-Safe to come to a formalized agreement so as to avoid confusion of message in future expansions of the programs. Dan said that he would put together some language that could then be reviewed at the next board meeting and voted upon that would define Salmon-Safe’s role vis-à-vis LIVE/vineyard certifications. The board agreed this would be a good idea and tabled the issue until then.

Future Meetings: Betty O’Brien set the future meeting schedule as follows:

December 2nd, 2008 - Winery and Vineyard Technical Committees - Northwest Viticulture Center, 10am and 1pm respectively

January 6th, 2009 - Vineyard Certification Technical Committee - Inspection report, and pass/fail determinations - Northwest Viticulture Center, 10am

January 8th, 2009 - Board Meeting - Northwest Viticulture Center, 10am

January 13th, 2009 - Technical Committee Summit - Hood River, OR or proximity, time TBD

January 20th, 2009 - Checklist Sub-Committee - Northwest Viticulture Center, 10am

Adjournment: Betty O’Brien adjourned the meeting at 12:30pm.