

Marketing Committee Meeting Agenda

Tuesday August 11, 2009 5:00 PM

Phelps Creek, Hood River – In attendance: Rob McCormick, Linda Barber, Heather Staten, David Barringer. Thanks to Heather for hosting & lovely snacks.

Comments in red

1) Old Business

- a) Celebration Recap – 8/8/09 – Nice event, good layout, good food, although a little carb heavy!, not enough “wine” folks, too many competing events same day, should date be moved – to Passport or in October? Doesn’t seem that many wineries sent it out on newsletters or calendars. Ask attendees how did they like event...
- b) Brief for Brand Update Project:
 - i) Some designers offered a mix of quotes and portfolios for review. How does committee wish to proceed? – email proposals to Mktg Comm & board, get top results & have present.
- c) Five Years Five Words proposal – Stats & results. – Now that we have target group – what do wineries want to know? Autumn can also do parking lot surveys...
- d) Volunteer Program – Must be OLCC/MAST certified volunteers. – Thanks to Jim & Penny for their help providing pourers for their customers.

2) New Business –

- a) Labor Day – currently scheduled for Oregonian Food Day, Columbian, MIX & OWP. – Who else advertises? Group suggests reallocating funds to Portland Monthly issue instead. From David – because of the demographic, should we try a wordy, yet compelling, text heavy ad with a story of why to read & why to visit us?
- b) Portland Monthly – October “special issue” – Group proposes reallocation of labor day ad funds not committed to this issue. Roughly \$1500 – what can we get?
- c) Celilo Inn media event - The Official date has been set for Sept 26 & Sept 27
The expectation is for over 100 media outlets. The guest list includes writers from local publications and news organizations including the Oregonian, Willamette Week, KINK Fm, KGW, KUFO The east Oregonian, The Bend Bulletin, and Oregon Public Broadcasting, as well as reps from AARP Bulletin, Alaska Airline Magazine, Conde Nast Traveler, Delta Sky Miles, LA Times, CNN, National Geographic and Sunset Magazine. Want to do wine tours & 6 cases of wine to give in gift baskets. Possible tie-in for wine at reception as well. – Martin’s Gorge Tours and Explore the Gorge as potential tour operators. How can we maximize exposure for wineries? Info for media. Waiting on head count from Celilo Inn.

- 3) Next Meeting Date – Tuesday, September 08, 2009 at Mt. Hood.