

## Marketing Committee Meeting Agenda

Tuesday September 8, 2009 5:00 PM – 7:00 PM

Mt Hood Winery, Hood River – thanks to Steve, Don and Linda for their great hospitality.

In attendance: Marie Cordell – Cordell Communications, David Barringer – Naked Winery, Juliet Pouillon – Domaine Pouillon, Pat Graham – Acadia Vineyard, Columbia River Insurance, Steve Bickford & Linda Barber – Mt. Hood.

Board Members: Rich Cushman, Alan Busacca, Don Bickford

Comments in **RED**

### 1) Old Business

#### a) Celebration – Should we move to Passport Weekend (3/26-28)?

i) March 27<sup>th</sup> (26<sup>th</sup> – 28<sup>th</sup>) – **Spring Break Schedules: Hood River, Portland 3/22-3/26, Wasco County 3/22-3/31, White Salmon, Vancouver, Seattle – 3/29 – 4/2.**

ii) Pros – targeted wine audience, reason to stay overnight, not as many competing events, other: **no pros mentioned**

iii) Cons – might be hard on sponsors, need to start planning ASAP, other: **“too many eggs in one basket”, don’t mess with success of Passport, harder for smaller wineries to participate with staffing on busy weekend, middle of spring break in Wasco County, McMinnville SIP also might be conflict.**

iv) **Suggestions: What does Hospice want to do – should they lead discussion since it’s their fundraiser? Could Celebration be before Passport as a way to promote passport sales or Celebration just after Passport as way to promote Celebration during Passport weekend? The nature of the event – i.e. “just an auction for Hospice” was raised, as well. Overall the consensus was FOR moving the event from the middle of Summer.**

#### b) Branding Update:

i) Presentation by David Lloyd 5:00 PM

ii) Presentation by Micki Chapman 6:00 PM

**Both presentations had their strengths. Some in group expressed interest in also having Ben Bonham present. Comment also made that an effective ad campaign might be more critical than logo.**

**Overall conclusion – the CGW has to be able to explain “who we are” in a clear, concise way – preferably in one sentence, in order to 1) give direction to any designer and 2) evaluate any marketing efforts.**

c) Labor Day Recap – not a lot of advertising in Oregonian Food Day, any comments? – **Labor day was busy overall, Saturday better than Sunday & Monday. Ratio of “just tasting” up over wine purchases. Could have promoted at cross channel swim – no wineries promoting at the event. Only one ad in Food Day – a small, hard to read for Chahalem Mountain tour. Members present felt that the decision to redirect marketing funds was sound and didn’t affect business. Positive comments on billboard in troutdale – seems to be very effective in getting folks off I-84.**

d) Celilo Inn Media Event – Sept 19 & 20 – need wine & working on tour based on head count (should have on 9/9).

e) Portland Monthly – October Issue. Submitted copy from map and photos we have on file... Which other wineries participated individually? Section should be wine focused, don’t get opportunity to preview.

f) Marketing plan – 5 members paid into so far, 2 members paid full amount. deadline 9-15

## 2) New Business

### a) Columbia Gorge recognition in Seattle/Washington Market

- i) Confused with “gorge in George, WA” – Juliet did research at recent tasting in Seattle – out of 50 maps handed out, 43 asked where Cave B was on map...
- ii) Not part of current marketing focus
- iii) How to address – guerilla marketing, press contacts, Washington Wine Commission help?
- iv) Ad in Seattle Metro like Portland Monthly?
- v) Overall Comments: “The Gorge” is most confusing term. National Scenic Area isn’t enough of a descriptor, NSA in North Cascades. Columbiariverwine.com is in use and includes wineries from Wenatchee area and ancient lakes region – 9 wineries total listed. Searching for columbia river wines brings them up as top 2, with CGW site as #3. When searching “Columbia Gorge Wine” they come up on 2<sup>nd</sup> page of search about #15. What protection do we need – is there a legal issue? The CGW should look toward adding Seattle to future marketing plans. Members in attendance suggest the following:
  - (1) Focus on Columbia Gorge and ensure solid copyright for current name/use; Ask anyone using Columbia Gorge Wine to cease via letter.
  - (2) Include Washington and Oregon in all communication regarding region
  - (3) Solicit advice/help to educate from Washington Wine Commission, with help from other wine regions affected – Columbia Cascades, Wenatchee, Brewster, Lake Chelan
  - (4) Important to focus on protecting our identity than reacting or attacking other areas.