

Marketing Committee Meeting Minutes

Monday, November 3, 2008

Cousin's – The Dalles

In attendance: Rob McCormick, Heather Staten, David Barringer, Jim & Penny Rutledge, Marie Cordell & CGW staff – Autumn Woods.

1) Ongoing Business:

- a) Travel Oregon Opportunity – Passport program approved – \$5000 in matching funds

Action item: Set Date – Date of 4/24-26 proposed for Passport Weekend with kick-off in PDX (CGW event) of Monday, 4/13. Other events on 4/24 – Yakima Valley Spring Tasting & The Dalles Cherry Days.

- b) Unallocated Marketing Funds in Budget (\$3699) – Pricing on PDX ads to present to group, Video needs? Marketing Committee recommends that priority on available funds be put toward a Portland Tasting opportunity, tied with increased media (AM Northwest) and presented as a lead-in to the Passport weekend i.e., Come taste the wines of the Gorge in Portland and then come out 2 weeks later (TBD) to the Passport Weekend. Both events can promote each other and the region. Autumn to gather cost information of doing tasting event in Portland without PR firm.
 - i. Venue ideas – Hotel Vintage Plaza, Portland Art museum, Ecotrust building in Pearl, Gerding Theatre at Armory, PCPA,
 - ii. Date – Suggested – Monday, April 13th
- c) Website update – Autumn Updated – PSU back on project – questionnaire... Autumn to resubmit questionnaire to group. Marie Cordell concerned about actual site building – recommends no Flash navigation or frames. Autumn to request more information and refer to Marie if any issues. Also to request frequent updates.
- d) Washington Wine Contacts – November 18 & 19 – all association meeting & industry meeting... 11/18 is also Marketing Committee meeting for OWB... Heather is attending OWB marketing meeting and will refer any needs to Autumn. Suggestion made by Penny Rutledge to ask WWC about Washington Wine Country signs for Hwy 14 and Washington side of group.
- e) Solicit Hood River Vineyards and Marshal's for membership – Marketing committee recommended Autumn enlist the Board to help with this task – Heather volunteered to talk to Hood River Vineyards. Possibly offer 2 years for 1 membership or ½ price to lure them back. A list of benefits should also be presented.

2.) New Business

- a) Graphics for Display Board – NW Food & Wine show 11/15... Marie Cordell suggested Poster Garden as a resource for printing. Need photos of area and PEOPLE. Autumn to send out ideas to marketing committee.
 - b) Alexis Johnson from The Dalles Chronicle presented HR & TD guide for 2009 along with information about Holiday Gift Guide. Autumn to send out HR/TD guide to wineries to decide on – not recommended to purchase a group ad.
 - c) Portland Hotels – Rob McCormick proposed targeting Portland Hotels for concierge visits and presentations in January. Autumn also to research ad cost for in-room hard-bound info guides.
 - d) Rob McCormick requested a membership directory be made available to members, asap.
 - e) A master event schedule of recommended events for Gorge Wineries to attend as individuals was also requested.
 - f) David Barringer brought up the question of consistent tasting room hours. In other destination wine touring regions, tasting rooms generally have consistent hours to one another. Possible opportunity for a research grant on how to optimize tasting room hours in small/rural wine regions. Inclement weather in NW, especially at higher elevations, was proposed as one reason that tasting rooms have varying hours and seasons.
- d) Schedule Next Meeting: Monday, December 8 – Naked Winery Tasting Room, corner of 2nd and Cascade - Hood River 5:00 PM.