

Marketing Committee Meeting Minutes

Monday, December 8, 2008

Naked Winery Tasting Room – 5:00 PM

Attending – David Barringer, Rob McCormick, Joel Goodwillie, Juliet Pouillon, Heather Staten, Sierra Wright, Pat Graham, Jim & Penny Rutledge, Marie Cordell, Autumn Woods – CGW Staff

Thanks to David Barringer for his hospitality! Comments in Red.

1) Ongoing Business:

- a) Review Thanksgiving – results, ads... Web stats – traffic up 20% starting Tuesday before Thanksgiving. Overall report from membership – good weekend with Friday more busy and Sat-Sun slow. Ad review – Ad has strong imagery and good tagline. Comments include adding a wine glass to reinforce “wine” in message. Other suggestions – adding vineyards or people. Tasting Room visitors were from Portland – many mentioning visiting the Gorge instead of Willamette Valley. Future Ads should reinforce variety of wines – reinforcing A world of wine message.
- b) Passport Weekend – finalize date, review budget, review passport program (how it works), advertising schedule – March 27-29 is good with group. MIX ad to run Jan 18th – combine Valentines, PDX tasting & Passport in ½ page ad. For TV component of advertising – research Good Day Oregon. Fox does free remotes & weather guy loves coming to Gorge. Passports available for sale by Valentine’s Day/President’s Day weekend.
- c) Portland Tasting – finalize date, finalize location, advertising schedule and program specifics – Committee suggested date of Monday, March 23rd as PDX tasting date. Goal of event is both trade turn-out and consumer. The comments from the committee were that Monday is better for wine-stewards – more likely to attend during work shift. For invitations – each winery to get 10 tickets for trade invites. Insure “key” personnel attend by requiring business cards at the entrance. Use OWB & WWC as resources for press and other trade invites. Suggested price for general public tasting is \$30 & includes passport.
- d) Valentine’s/Presidents’ Day Weekend – review theme, advertising schedule – Maryhill is doing “Passport to Passion” as theme for valentine’s day ads. Suggested themes: “not just pinot”, “no pinot envy here”, world of wine, wine & aphrodisiacs, spell out “LOVE” or “Valentine” and integrate words about CGW. “40 miles of kisses” – Autumn to review and submit ideas back to group.
- e) Website – update from PSU team – Next term will focus on searchable database for wineries, based on criteria of our choosing (due 1st week of January), enabling “custom” touring maps and guides for web users. Design portion will not be completed by March events. Autumn is working on site to continue cleaning it up.
- f) Washington Wine All Association Meeting recap from Autumn – attended all association meeting 11/18 – met WWC mktg & comm. team & Robin the director. The Yakima Valley & Rattlesnake Hills cords both confirmed that the Portland tasting was successful in Feb 08. They will not be doing one in 09 – every other year event. Yakima Valley is working on new image & branding campaign & have been test marketing it with WWC at events in Seattle. Definitely more opportunities for involvement with WWC.
- g) Membership Recruitment – Autumn to send out renewals in December for January. Put together package for Map & Passport inclusion. Offer Passport to current Map Assoc 1st then expand program if needed. Jim Rutledge suggested a “Credit” that Class 1 members could give to targeted associated members to get them to join – say \$50 off membership... we can look at this incentive if needed. Associate membership goes to \$150/year per business plan vote in July.
- h) Review NW Food & Wine Festival – Plusses: good crowd, opportunity with restaurants, young demo, good impact with CGW booth & members around it. Minuses: Location of event not as attractive & location of CGW not as good as year prior (stuck in back, empty booth next to The

Pines), restaurants & other vendors left early, CGW members shouldn't leave early. Overall – try to leverage group participation to better location next year.

Portland Hotel Concierge Program – develop target list & program – Hotels identified: Hotel Vintage Plaza, Hotel Monaco, Heathman Lodge – Vancouver, Paramount, The Governor, The Heathman, The Benson, The Nines, Doubletree at Lloyd Center/Convention, Embassy Suites, Marriott Portland – waterfront, Marriott Downtown, Riverplace Hotel, Avalon Hotel, The , Westin, Ace Hotel, Hotel Lucia – Marketing Committee members & board to pair up with Autumn to make presentations in January.

2) New Business

- a) Map renewals/reprint – A lively discussion. Overall, the map committee worked diligently to come up with a map to meet membership criteria. A tear-off map also has benefits in a busy tasting room. The marketing committee recommends keeping the fold-out brochure map as well as researching a tear-off map – in conjunction with K-county or otherwise.
- b) Tasting Room Hours discussion – Autumn presented comments by that this conversation might be beyond marketing committee's scope. Committee discussed researching what other regions do and having a guideline for "seasonal" closures. Autumn presented "December Hours" flyer that was emailed and group agreed that it was very useful for off-season. Discussion tabled until next meeting.
- c) Master List of events – Autumn to send out request to membership for suggestions on events that would benefit members & CGW by more attendance.
- d) Poker Run was suggested as a new CGW event – currently only some WA wineries participate, along with some WA Associate members.
- e) CGW wine competition was also suggested. In the past the topic has not been well-received, but the feeling from some in the committee was that competition breeds excellence. A non-stuffy, but credible competition among members is the concept – with an industry & consumer component. Discussion to be continued.

3) Schedule Next Meeting – Monday, January 12th at 5:00 PM – location TBD.