

Marketing Committee Meeting Agenda

Monday, March 9th, 2009

Double Mountain Brewery 4:00 PM

1) Ongoing Business:

- a) Passport Weekend – Date – March 27-29
 - i) Sold 10 online
 - ii) Create Large Poster – more colorful with Passport artwork
 - iii) Distribute postcards to Hood River Hotels
- b) Portland Tasting – March 23rd 2-5 trade & 5-8 public, \$25 ticket includes passport.
 - i) Sold 18 online
 - ii) 23 RSVPs
 - iii) Need email invite for trade & consumers
- c) Website – Starting Winter/Spring Term – need categories for searchable data base
 - i) Still on program – spring term to be finished beginning of June
- d) Map Status – Artwork to Printer. Ready by 3/19 for distribution for PDX tasting & Passport Weekend. Going with 100,000 quantity.
 - i) Marie made this happen for us.

2) New Business?

- a) Gorge Guide – Rob had proof, a little more yellow for background, use new copy on back of map
- b) Autumn to create Calendar for year with deadlines for major weekends & hours to distribute to membership.
- c) Request for co-op advertising funds grant submitted to Klickitat County for Passport & Memorial Day
- d) Cherry Festival Booth April 25th? YES – cost \$25, can get volunteers to help staff with Autumn doing set-up & tear-down
- e) Spring Beer & Wine festival – not many CGW members participating – will pass on doing an association booth
- f) Taste WA Spokane – should we do a booth? Not enough CGW members participating, Marketing Committee doesn't recommend.

3) Schedule Next Meeting – Monday, April 13th 4:00 PM