

Marketing Committee Meeting Agenda

Monday, April 13th, 2009

Upstairs at Solstice, 415 West Steuben (Hwy 14), Bingen, WA 4:00 PM

Attending: Pat Graham, Heather Staten, David Barringer, Joel Goodwilie, Marie Cordell, Rob McCormick, Juliet Pouillon, CGW Board – James Mantone, Dennis Beeks, CGW staff- Autumn & WWC communication team: Gary Werner & Ryan Pennington

1) Ongoing Business:

- a) Portland Tasting recap – online 84 sold, 72 at door, 100+ for trade
 - i) comments from committee: more food, bigger room, more space, no vendors, break between trade & public suggested
- b) Passport Weekend Recap – 156 at Portland Tasting, 71 online, 210+ at wineries for a total of 437
 - i) comments from committee: Need better local press coverage, expect more local coverage in editorial, Each winery should have a stamp, Some passports falling apart, space for notes, Secure more sponsorship – hotel/restaurants at higher dollar amounts.
 - ii) Added recap on Press – in print: Hood River News: 2/25, 3/25 & 3/28, WS Enterprise: 3/24, Tri-City Herald: 3-24, Wall Street Journal: 3/13, Oregonian Travel Section: 3/15, NW Palate, OR Wine Press, Wine Press NW, Oregonian Wine in Foodday – Katherine Cole (PDX tasting) and online: at least 23 editorial (or picked-up press release) mentions in travel and wine related online content including Travel Oregon, WinesNW, Winepress NW, Gorge Lodging, GoTasteWine, Columbia Gorge Magazine, OregonLive, Happy Hour Guide – in addition to calendar listings and local chamber postings & blasts.
- c) Taste WA recap – Need bigger booth – interactive marketing element with guests & better angle on “we’re not THAT Gorge”
- d) Website – PSU update – Students on board working on design, interactive map, changes will be easy to make from CSS based site, should see something in June.
- e) Memorial Day Ads – Change “inspired from to inspired by” – would like to see more white space, putting too much info into ad, need to emphasize hour from Portland, need human beings in photo, needs to be fun.
- f) Schedule next meeting – May 11th, 5:00 PM at Full Sail

2) New Business:

- a) Presentation by Gary Werner & Ryan Pennington, Communications Team, Washington Wine Commission
- b) Top priority from Marketing Committee is to find designer to address logo and ad templates. IN next meetings: put together Brief and suggestions for designers. Goal to have new imagery by Labor Day or Thanksgiving.