

Marketing Committee Meeting Agenda  
Monday, May 11, 2009, 5:00 PM  
Full Sail Brewing, 506 Columbia, Hood River, OR  
Minutes in Red

- 1) New Business:
  - a) Presentation – Pocket Picks, Jeanne Louise Pyle 15 minutes
  - b) Celebration Update – Suggestions included
    - i) asking each Winery to buy a table,
    - ii) adding a wine theme – “Rose”
    - iii) Celebration committee will advise if they need help recruiting sponsors
  - c) Review 2008-2009 Marketing Plan Ad buy – plan for 2009-2010
    - i) Rob asked that Marketing Plan Review be addressed in a break-out session on May 26<sup>th</sup>
    - ii) Late marketing payments need to be addressed – suggestions include interest charges.
    - iii) Web stats for event ad weekends requested.
    - iv) Marketing committee suggests looking at TV buys, Google Ad Words
  - d) Prepare Brief for Brand Update Project:
    - i) Identify who we are
    - ii) Define Project – logo & ad templates, anything else to address?
    - iii) Target designers – current suggestions:
      - (1) Clare Carver – [www.bluelist.net](http://www.bluelist.net)
      - (2) David Lloyd Imageworks – [www.dlimageworks.com](http://www.dlimageworks.com)

Comments: Brief Questionnaire distributed to members present, Contact only Gorge based designers, Discuss project at break-out session. Email form to all marketing committee members.