

Marketing Committee Meeting Agenda

Monday, June 16, 2009, 5:00 PM

Everybody's Brewing, White Salmon, WA – Rob McCormick, Juliet Pouillon, Pat Graham, Linda Barber & Autumn Woods

1) Old Business

- a) Celebration Update – Mark Deresta doing catering – request one item w/o garlic! Sponsor flyers handed out, tables still available. Goal – 14 tables & 150 tickets. working on reinforcing world of wine theme with décor.
- b) Review 2008-2009 Marketing Plan Ad buy – plan for 2009-2010 – Break-out committee wanted to research billboards, some question effectiveness of print ads. Consensus not to raise investment for 2009-10. Gorge guide is possibility for scaling back.
- c) Prepare Brief for Brand Update Project:
 - i) Identify who we are
 - ii) Define Project – logo & ad templates, anything else to address?

Autumn to solicit local designers for bids. Goal timeline – Labor Day – Thanksgiving for new image.

2) New Business – Will go forward with this program for July

- a) Five Years Five Words proposal
 - i) PR about 5th anniversary of Columbia Gorge AVA July 9th
 - (1) Comments from members on changes
 - (2) Photos of vineyards, wineries that have been built in 5 years
 - (3) Wines made from 5 year old plantings?
 - (4) GO on morning shows in PDX with winemakers/wines – 5 of them?
 - ii) Online survey/contest – July 1 – July 31st
 - (1) What do we want to know from visitors
 - (2) Keep it to 5 questions?
 - (3) Ask for 5 words to describe A Perfect Visit to the Gorge
 - iii) Prize – 2 tickets to celebration, overnight accommodations (donated)
 - (1) pick winner on Monday August 3rd
 - (2) chosen from committee
 - iv) Results –
 - (1) inexpensive promoting of CGWA
 - (2) promotion of Celebration
 - (3) information about wine enthusiasts from survey
 - (4) database
 - (5) measure effectiveness of marketing message
 - (6) gauge effectiveness of social media marketing
 - v) Costs – minimal
 - (1) constant contact survey form – easily inserted into website
 - (2) 1st 100 responses free, up to 5000 - \$15/month, after 5000 \$.05 each

3) Volunteer Program – can't use "Ambassador" name – in use/was in use by WA Wine program. Some liability issues in WA state– Autumn to look into. Name ideas: Gorge Groupies? Any other ideas. Is Penny willing to coordinate? Screening process for OLCC, MAST license as needed...

4) Next Meeting – July 14th, Bastille Day @ Domaine Pouillon. 5:00 PM