

Marketing Committee Meeting Agenda – Minutes in Red

Monday, September 08, 2008

Autumn's House – Hood River

Attendees: Rob McCormick, Pat Graham, Jim & Penny Rutledge, Marie Cordell, Sierra Wright, Heather Staten, CGW staff – Autumn Woods.

1) Old Business:

- a) Celebration Recap – Overall a huge success. Look to venue change – possibly indoors? Feeling is that event has outgrown location, issues with sound in tasting area. Food needs to be upscaled to match \$50 ticket. Wineries should invite trade/media for preview hour.
- b) Trade Show/Festival Participation Focus on NW Food & Wine show – get CGW wineries in same row & have CGW booth for info only. Autumn will set-up and work CGW booth.
- c) Labor Day Weekend & Ads review Still need to tweak photos, again, great response from Vancouver visitors.
- d) Marketing Plan – review participation. – All except 2 wineries signed-on – move forward as proposed.
- e) Travel Oregon Opportunity – Passport program submitted – should have feedback later in September – Autumn to update when we get word (project was approved 9/23, details TBD)
- f) Unallocated Marketing Funds in Budget (\$3699) – Pricing on PDX ads to present to group, Video needs? Marketing Committee recommends that priority on available funds be put toward a Portland Tasting opportunity, tied with increased media (AM Northwest) and presented as a lead-in to the Passport weekend i.e., Come taste the wines of the Gorge in Portland and then come out 2 weeks later (TBD) to the Passport Weekend. Both events can promote each other and the region. Autumn to gather cost information of doing tasting event in Portland without PR firm.
- g) Wine Ambassador Program – bigger issue includes opt-in for emails on website. – Used for Celebration with great results. Can expand to include to help with tradeshow, etc. Consumer email button added to site.

2) New Business

- a) ODOT signage update – hearing scheduled for 9/22 was cancelled. ODOT to resubmit C&H AVA inclusion proposal as stand alone rule.
- b) Website update – Autumn to work on to improve look ASAP.
- c) Washington Wine Contacts – Marketing Committee recommends that Autumn visit with them at next opportunity and gain exposure with key personnel.
- d) Solicit Hood River Vineyards and Marshal's for membership
- e) Vancouver Wine & Jazz Festival – Autumn to research opportunities for distributing map, etc.
- f) IKEA marketing display- Rutledges coordinated opportunity to get CGW bottles in IKEA for display. Autumn will collect and AVA will pick up 9/15.

Next Meeting scheduled for Monday, November 3rd, 5:00 PM at Cousin's in The Dalles.