

Brand Identity Meeting – CGW Board & Marketing Committee in attendance - CGW Board – James Mantone, President; Alan Busacca, Secretary; Rich Cushman, OR Rep; Marketing Committee – Rob McCormick, Heather Staten, David Barringer, Pat Graham, Alexis & Juliet Pouillon
Tuesday, October 27, 2009 5:00 – 7:00 PM – MINUTES are underlined.
3 Rivers Grill

Agenda:

- 1) Passport – Celebration weekend – April 9-11 proposed
 - a. When is Spring Break: Hood River, Portland 3/22-3/26, Wasco County 3/22-3/31, White Salmon, Vancouver, Seattle – 3/29 – 4/2.
 - b. Taste WA – March 24-26th
 - c. Blossom Weekend – April 16-18; HR Rotary would like to plan own wine festival fund raiser...

Passport-Celebration – issue of too much for small wineries: event format can be changed to accommodate wineries that want to participate. Which event is more critical for principals to be present at – Passport or Celebration? Celebration is more one on one contact vs. mass of humanity at Passport. What made last year’s Passport successful? Element of cabin fever – getting out, even though weather was still rainy. Getting on key email lists – David LeClaire, winery lists. If held 4/9-11, Portland tasting would fall on Monday after Easter – is that a dealbreaker? Group says no. Question: What does Celebration/Hospice have to do with Passport? James – trying to develop week long event around Passport. Passport could bring the wine-folk from Portland that everyone wants at the Celebration event. Autumn: at post celebration marketing meeting, Rob McCormick specifically stated that we needed the wine knowledgeable at event to support. Question put to group: Should we move forward with events tied together – Answer: Yes.

- 2) The Brand “Columbia Gorge Winegrowers” – identity, message and image
 - a. Comments from Board Meeting – 9-15: **BOARD COMMENTS on Branding Issue: Need to establish clear branding message of Columbia Gorge Winegrowing Association. What makes us unique? What makes us different? Why should someone come visit us/buy our wines? For example: it’s the quality/intensity of the fruit – a direct result of being grown in an Alpine influenced climate. What other region growing grapes in the middle of a mountain range? Goal is to drive demand and elevate quality and status, promote our uniqueness and drive curiosity and sense of discovery. Logo, ad design will follow from branding message.**
 - b. Comments from Marketing Meeting:
 - i. **Pioneers in a world of wine** - I was trying to tie in the world of wine in 40 theme, without saying it out-right. I'll admit it's a bit cheesy & pretentious... but it sounds better than: **Never mind the wines, the views are great!** (which is what I think the logo says now)
 - ii. Many activities, fine restaurants, worlds of wine, an abundance of hotels; a national treasure. The Gorge National Scenic Area.
 - iii. Mission: Establish Columbia Gorge as **THE** Pacific Northwest’s Premier Wine Region Subtext Goal: When selecting wines consumers will search out Columbia Gorge AVA when looking for Oregon and/or Washington wines. OR Mission: Establish Columbia Gorge as **THE** Pacific Northwest’s touring and tasting destination Subtext Goal: When touring and tasting in the Oregon/Washington the can’t miss destination is the Columbia Gorge
 - iv. The Columbia Gorge, bringing good friends, new friends and great wine together.
 - v. World of Wine in 40 Miles is good branding message.

Notes from Branding Discussion in separate recap.

- 3) Advertising for Thanksgiving Weekend – Comments so far – Positive – captures people and place & fun of region. Negative – Chalkboard too informal, doesn't represent quality of Wineries, rather see list of wineries, Vineyard is from Spring, No crush going on during thanksgiving.

Changes for ad: Chalkboard too kitschy. List of wineries too wordy, ineffective, restate as over 30 tasting rooms. Change to single picture of girl only. Neutralize colors.

- 4) Washington Wine Touring Guide Ad – Could help address “Gorge” Issue – DO IT
- 5) Wine Bloggers Conference Sponsorship Opportunities – Ditto comment above. – Too expensive for wineries, can Tourism/chamber boards get involved?

Meeting adjourned: 6:50 PM.