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LIVE 2011 Meeting Minutes

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LIVE Annual Meeting
April 15th, 2011
The Northwest Viticulture Center, Salem, OR



2011 LIVE Annual Meeting Minutes

Attending Board: Jason Tosch {JT}{Chair}, Ed Fus {EF} (Vice-Chair), Allen Holstein {AH} (Treasurer), Stirling Fox {SF} (Secretary), Chad Vargas {CV} (Vineyard Technical Officer), Don Crank {DC}, Bill Hanson {BH}, Al MacDonald {AM}, Kevin Corliss {KC}, Dan Kent {DK}{Ex-Officio}

Non-attending Board: Vicky Scharlau {VS}{Ex-Officio}

Attending Staff: Chris Serra {CS} (Executive Director), Michele Martin {MM} (CRC Program Manager)

Attending Inspectors: Jude Hobbs, Rebecca Sweet

JT called the meeting to order at 12:50PM

Awards: JT presented the Founders Awards to Ted Casteel and Pat Dudley. Ted Casteel accepted for both.

Minute Approval: The minutes from the 2010 LIVE Annual Meeting were displayed for the membership. JT asked for a motion to accept the minutes from last year's Annual Meeting. AH motioned to accept minutes from 2010 annual meeting. Motion seconded by EF. Motion unanimously accepted.

Election of Officers: JT presented the ballot of nominees for the membership to vote on. The members were asked to vote. Ballots were collected and counted while other business was conducted.

Program Updates: CS gave program updates for 2010. He presented brief statements about the success of the LIVE Lecture Series, the development of a style guide for logos, and partnership with Oregon Certified Sustainable Wine (OCSW) and Vinea, and finally about the LIVE Master Class given in England by CS, Patty Skinkis, and JF Pellet.

JT gave updates about the 5 year plan retreat led by Vicky Scharlau. He stated tha the roles of the board and officers were identified and codified. He also spoke about the future goals and the development of the southern Oregon technical committee.

MM presented the Climate Restoration Challenge to the membership. She gave a brief history of how this program came to LIVE, including the partnership with the Oregon Environmental Council and Oregon Wine Board. She then went on to explain the difference between scopes 1, 2, and 3. She followed this by explaining the two options of participation in the program as well as the program fees.

Financial Report: AH gave the financial report. He stated that the cash retention goal of LIVE was to have between 4-6 months of expenses at all times, and that this goal is being met currently.

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Membership Report: SF gave the membership report, stating that LIVE continues to meet its goals of growth. Currently LIVE has 247 members and nearly 10,000 acres of vineyard enrolled. LIVE also has 33 wineries that produced nearly 1 million bottles of wine among them.

Technical Program Changes:

CV and DK gave the technical updates to the vineyard and winery certification programs, respectively. See appended documents for detail.

Vinea Update: KS gave the VINEA update

Membership of VINEA: 36 vineyards members, 1145 acres, 70% of the acreage of the AVA, 21 winery members. The VINEA board reviewed bylaws – to be a winery member has to have a certified winery or be in the process of certification to be a member of VINEA / LIVE

Lecture series – the first co-sponsored LIVE / VINEA lecture was held in 2011

Climate Restoration Challenge presentation was given by MM at the VINEA Annual Meeting two days prior. There is a demonstrated interest for Walla Walla wineries to be CRC certified.

WAWGG Update: KC gave the WAWGG update in VS' absence.

Background: Organized in 1983, the Washington Association of Wine Grape Growers was designed to serve the needs of wine grape growers from the outset. The group was initially structured to act as a marketing cooperative but in 1996 was incorporated with the State of Washington as a nonprofit association and continues to grow and thrive within that framework. www.wawgg.org

Mission: The Washington Association of Wine Grape Growers (WAWGG) advocates for the Washington wine growing industry by educating, promoting, representing, and unifying the industry and fostering a positive business environment for continued growth and production of world-class, Washington-grown wines.

This is a voluntary organization that is funded through membership -1000 members in WA about 70% of WA acreage.

WAWGG is working with Washington State University to maintain relevant and current certification criteria

They are currently developing WineryWise – a winery best practices manual similar to VineWise for the vineyard. A new website is to launch this year.

WAWGG and LIVE will be coordinating outreach, producing more interest in the LIVE program by WAWGG members.

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Salmon-Safe Update: Dan Kent began by stating that the Salmon-Safe relationship with LIVE has been strong for over 12 years

Salmon Safe has harmonized with LIVE providing technical input to LIVE and adding the whole-farm operational assessments. Salmon-Safe is the non-vineyard crop certifier. DK stated that Salmon-Safe is focused on promoting to consumers and provides this support for LIVE members as well.

Salmon Safe Award – for the first year Salmon-Safe is awarding a LIVE member to recognize it as a leader in being a ‘Hero of Salmon.’ This is a design award for incorporating Salmon-Safe imagery into the marketing of its wine – 2011 winner is Willamette Valley Vineyards. Don Crank accepted the award.

Election of Directors: All LIVE directors were re-elected to a two-year term

JT gave closing remarks and adjourned the meeting at 2:30pm.



LIVE Board Meeting Minutes

January 5th, 2011, 1-3pm

Northwest Viticulture Center, Salem, OR

Attending Board: Jason Tosch (Chair), Ed Fus (Vice-Chair), Stirling Fox (Secretary), Allen Holstein (Treasurer), Al MacDonald, Kevin Corliss, Don Crank, Bill Hanson, Chad Vargas, Dan Kent (Ex-officio), Vicky Scharlau (Ex-officio via phone)

Attending Staff: Chris Serra (Executive Director), Michele Martin (CP Program Manager)

Call to Order: Jason Tosch called meeting to order at 1:37 pm.

Minute Approval: Stirling Fox recommends revisions to the minutes: Neal Shay's name was misspelled. In the future need to clarify OEC's responsibility for 1/5 on top of Executive Director's salary.

Al MacDonald motioned to approve the minutes with typo edits from the November board meeting. Chad Vargas seconded the motion. Unanimously approved.

Reports: Chris Serra presented the regular reports

Membership Report: 237 total vineyard members, 219 in OR 18 in WA. LIVE passed the 21,500 total acre mark. 47 new members joined this year thus far, and we lost 11. All members have paid. Vineyard membership has grown by 18.9%. LIVE is still aiming for 10 new wineries (we have 7) for 2010. We have exceeded growth for vineyard membership.

Financial Report: LIVE retained earnings for 2010. There is \$76,307 (\$62,442 for LIVE and the remainder for Climate Pioneers) in the Current Cash Position. The committee would like to lay out intended uses for this money. Chris said our goal is to retain between 3-6 months of expenses as a rainy day fund. Currently we stand at 4 months of expenses.

Vineyard Certification Technical Committee: Chad Vargas gave an Update for Region I and II:

Old Business:

Decided to keep Spotted Wing Drosophila protocol. Oxidate was not added to LIVE's Yellow list. Discussed 2010 Botryticide results.

New Business:

Approval for formation of Urgent Needs Subcommittee to the Tech Committee. Decided to table decision on Lime-Sulphur being added to Yellow List until 1/11/11 Joint Tech Committee Meeting. Meeting will start at 10:00 am. and is scheduled to run through 4:00 pm.

Winery Certification Technical Committee:

At last WCTC meeting, OCSW challenged wording in Tech Committee Documents. Committee agreed to come up with a mission statement from the Winery's side. OCSW took issue with LIVE making approved list more lenient. Another challenge revolved around sustainability and whether it was a core principle of LIVE.

Dan Crank mentioned the possibility of shifting to non-synthetic materials, as a rule. The committee questioned another option to SO₂. Filtration is the safest and most available option.



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A discussion took place about Velcorin. The issue is whether LIVE looks lenient if they allow this chemical and others. The Tech Committee felt there should be more time devoted to this unresolved issue.

Climate Pioneers/OEC: Michele applied for two grants (\$50,000 each). She has not heard back from either yet. CP will be using “Carbon Balanced” as opposed to “Carbon Neutral”. Michele is building a database of possible funding opportunities. Jason, Chris, and Michele will be meeting on January 18th to discuss further funding, program costs, and what the OEC has already committed to.

Annual Meeting: 04/15/11 Chris proposed Susan Sokol-Blosser as a keynote speaker. LIVE staff is working on a sponsorship packet to find additional funding for speakers. Is Robert Liberty an option for the Annual Meeting? Kitzhaber is a goal for a keynote speaker. No speaker yet; but, everything else is pretty much taken care of.

Proposed Reduced Frequency of Board Meetings: A quarterly meeting schedule was proposed.

This has been approved; it is consistent with LIVE by-laws. The August meeting has been eliminated. Dan Kent proposed an effective Executive Committee to tend day-to-day operations.

Winerywise: Reaching out to LIVE to review all 9 chapters. LIVE is interested. The chapters will be sent out and we can provide a cost estimate.

New Business: LIVE Vineyard Certified Signs will eventually be available for sale

Future Meetings: Future meetings were scheduled.

Adjournment: Jason Tosch adjourned the meeting at 3:06 pm.



LIVE Board Meeting Minutes

June 2nd, 2011, 12-3pm

Watermill Winery, Milton-Freewater OR

Attending Board: Jason Tosch (Chair), Ed Fus (Vice-Chair), Stirling Fox (Secretary), Al MacDonald, Kevin Corliss, Don Crank, Chad Vargas (via phone), Kevin Scribner (via phone)

Attending Staff: Chris Serra (Executive Director), Michele Martin (CP Program Manager)

Guest: Rick Small (VINEA Chair, Woodward Canyon), and Tim Kerrigan (Pepper Bridge Winery)

Call to Order: Jason Tosch called meeting to order at 12:02 pm.

Minute Approval: Al MacDonald motioned to approve the minutes from the January 5, 2011 Board meeting. Ed Fus seconded the motion. Unanimously approved.

Board Member Appointments: Request for Vice Chair and a Carbon Officer, which is a newly created Board position to support the Carbon Reduction Challenge

Chair – Ed Fus assumed the position of chair and took over the meeting.

Vice Chair - After a brief discussion Chad Vargas accepted an appointment

Carbon Officer - Chris Serra stated that Allen Holstein was interested in carbon issues and would be perfect as a board contact for Michele. The board appointed Allen Holstein as the new Carbon Officer.

All other Board member appointments are unchanged.

Board Member Appointments Approval: Jason Tosh motioned to approve all board member appointments as have been discussed. Al MacDonald seconded the motion. Unanimously approved.

Reports: Chris Serra presented the regular reports

Membership Report: 257 vineyards, 32 winery members. One vineyard loss. Growth to date is 8% with an end year goal of 10%.

Financial Report: Chris presented a basic financial report, showing a healthy cash position.

Annual Meeting Report: Changes for next year to change the format and venue to improve and make it more interesting.

Events Attended: Michele and Chris attended the Annual VINEA meeting in Walla Walla, and the Indie Wine Festival in Portland for recruiting.

Southern Oregon trip: Chris visited the AVA with potential for five new members.

Grants:

Submitted: ODA two-year grant request for \$87,000. The grant requires matching non-government funds. The focus of the grant is a request for a LIVE full-time employee to support the winery certification.



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Submitted: OWB grant at \$19k/year to cover three-years for a LIVE ¾-time employee to support the winery certification.

Vineyard Certification Technical Committee: Chad Vargas gave an Update for Region I and II:

Region II – Issues with botrytis this year. Resolved to use botrycides for Region II be moved to the yellow list on a short-term basis, as needed.

Illinois Valley is claiming to have similar issues with botrytis as region 2– resolution to offer botrycides for this region as well.

Winery Certification Technical Committee: Don Crank

Winerywise scorecard changes have been implemented from gap analysis review conducted by Chris Serra and Don Crank that compared the LIVE winery program and the Winewise program. A potential outcome of the review may include Washington deleting some of requirements where there is no opportunity to complete the tasks e.g., bottle recycling.

A gap analysis was performed by OCSW that might have positive influence on future LIVE requirements.

OWRI is creating a chemical tool. OWRI is also conducting a chemistry review including a winery survey for quantitative data on chemical use.

Chris Serra suggested a June/July winery social for recruitment of both LIVE and CRC programs. Don offered Willamette Valley Vineyard for venue. Don suggested using the announcements of survey results and chemical research tool to gather attendance.

Rick discussed the topic of treatment of wastewater in the LIVE winery program as being a current barrier to program entry for Washington wineries.

Collaboration suggested between WSU and OSU and each state's wine boards to improve best practices and create a stronger potential for being awarded grants.

OCSW Update: Debate continues over the fate of the label's direction. Jason Tosch and Chris Serra confirm that it is in LIVE's best interest to continue to partner with OCSW. The question was raised of whether or not *LIVE should conduct marketing on its own behalf and not rely on OCSW?*

Carbon Reduction Challenge: Michele Martin presented the report

See notes in Board packet

New Business:

VINEA/LIVE Winery Certification integration: Kevin Scribner presented A VINEA bylaw revision for requiring LIVE certification is under consideration.

Rick Small and Tim Kerrigan report potential barriers to LIVE participation for example, retrofitting buildings for wastewater treatment. Opportunities to remove barriers can include technical workshops administered by experienced LIVE winery members and an onsite technical inspection of Woodward Canyon open to all interested VINEA members (onsite, real-time case study).

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Watermill Winery, Milton-Freewater OR



Adjournment: Ed Fus adjourned the meeting at 3:00 pm.

LIVE Board Meeting Minutes

November 7th, 2011, 10am-12pm

Northwest Viticulture Center, Salem, OR



Attending Board: Ed Fus (Chair), Jason Tosch (Chair Emeritus), Stirling Fox (Secretary), Allen Holstein (Treasurer), Al MacDonald, Don Crank, Bill Hanson, Kevin Corliss and Dan Kent (via phone)

Board Not Attending: Chad Vargas (Vice-Chair) and Vicky Scharlau

Attending Staff: Chris Serra (Executive Director), Michele Martin (CRC Program Manager)

Call to Order: Ed Fus called meeting to order at 10:00am

Minute Approval: Bill Hanson motioned to approve the minutes from the June 2, 2011 Board meeting. Jason Tosch seconded the motion. Unanimously approved.

Reports: Chris Serra presented the regular reports

Membership Report: 15.2% total growth.

Financial Report: LIVE is in a good cash position with \$112,289.03 banked, most of which is encumbered to the ODA grant funds for the LIVE winery hire and program expenses. LIVE will close 2011 with a surplus; actual amount yet to be determined.

Chris Serra presented the budget that was emailed to the board one month prior to this meeting. Allen Holstein motioned to approve the 2012 budget. Bill Hanson seconded the motion. Unanimously approved.

Vineyard Certification Technical Committee: *Jason Tosch presented the report in place of Chad Vargas.* The biggest short-term goal for committee is to update weed controls. Jason, Chad and Chris to confirm dates for *Vineyard Determination* meetings.

Winery Certification Technical Committee: *Don Crank presented the report.*

Committee will contact the Oregon Wine Research Institute (OWRI), specifically Neil Shay after November 27th for chemical tool development research results. Pending OWRI /Neil Shay's outcomes or lack thereof, LIVE will procure two proposals to complete the project and will seek funding from the OWB for this research project.

Carbon Reduction Challenge: *Michele Martin presented the report.*

Current member status is 11. Verbal commitments before the end of the year may put membership to 14. The Board advises the Program Manager to look into other industries for certification under the Carbon Reduction Challenge label and to develop an alternative funding strategy in place of wining grants.

New Business: *LIVE winery hire update.*

First round of interviews will be complete by the end of November. Second round of interviews will take place Monday, December 5th with complete LIVE Board hiring committee at the NW Viticulture Center, Salem. Candidate will ideally start January 1, 2012.

Salmon-Safe: *Dan Kent presented the report.*

Major expansion; Salmon-Safe BC program moving into full implementation and interior Columbia Basin project implementation with potential LIVE involvement in whole farm certification protocols. Both new programs could have a great impact to increase LIVE vineyard members.

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Salmon-Safe and Food Alliance awarded a modest USDA grant to pilot a program that tests pesticides in various crops using a quantitative model. Salmon-Safe will work with three LIVE vineyard members to provide feedback for the program.

OCSW Update: *Jason Tosch presented the report.*

The LIVE proposal presented to the board was the outcome of a September meeting with the OWB where they asked LIVE to take over OCSW (refer to proposal from Chris Serra via email).

If the OWB decides to cancel OCSW, a potential risks to LIVE are a loss of an estimated 30 LIVE winery members that joined LIVE with OCSW certification as the goal, as well as a number of vineyards that joined at the request of the 30 wineries. It was suggested that without OCSW, there might be less incentive for wineries to be LIVE certified.

Allen Holstein motioned that LIVE should not administer OCSW as presented in LIVE's 9/27/11 proposal to the OWB. Don Crank seconded. 6 board members voted in agreement with the motion. Bill Hanson and Kevin Corliss abstained.

LIVE board looks forward to open discussion with next OWB executive director when hired regarding the future of OCSW.

Additional Topics of Future Discussion:

(1) *LIVE Logo Change*

Allow LIVE winery logo on bottles only if both vineyard and winery is LIVE certified. Decision postponed.

(2) *Winery and Vineyard – Currently both have to enroll if a member joins a winery, but not vice-versa. Should we eliminate this rule and separate the two programs completely? Should the vineyard and winery LIVE programs be separate and therefore separate logo use?*

Don Crank suggests phasing in the rule that the logo use is only allowable if both vineyard and winery is certified. LIVE winery hire can administer this transition over time.

(3) *LIVE to become a certifier of certifiers throughout North America, allowing the LIVE program to be used in other regions.*

Decision postponed pending Chris to write an internal Board memo outlining a scenario if LIVE were to be involved in said activities.

Adjournment: Ed Fus adjourned the meeting at 12:22 pm.