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LIVE 2006 Meeting Minutes

LIVE (Low Input Viticulture & Enology)

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Attending board: Stirling Fox (President), Matt Compton (Secretary), Al MacDonald, Brant Dutton, & Allen Holstein (Treasurer) (*Absent Board: Luisa Ponzzi & Ted Casteel*)

Attending staff: Teresa Soler, Executive Secretary

Attending guests: Dan Kent, Salmon Safe

Call to order: Stirling called this meeting to order at 11:06 a.m.

Minute approval: Matt motioned to approve minutes, Brant seconded, and minutes were unanimously approved.

Financial report & annual budget approval: There was discussion regarding OWB grants. Stirling will request a meeting with the OWB and LIVE will present a proposal. The board reviewed the financial report. Stirling reported Jim Bernau has donated \$25,000 to LIVE. OWB is holding the money, Jim Bernau will deliver letter stating conditions. LIVE will then receive these funds through the OWB. **Allen motioned to approve the budget, stating we expect grant funding. Matt seconded. The board unanimously approved.**

Membership report: Teresa gave the board the following membership report: *In 2005 LIVE began the year with 55 members and ended the year with 81 members. For the 2006 season, 17 members have renewed their membership, and 14 new members have joined. LIVE also has 8 new vineyard memberships pending. LIVE currently has 44 certified members, with 33 members set to achieve certification in 2006. LIVE has gained a footing in the Walla Walla region with two new vineyards, and a footing in the Umpqua region with one new vineyard.* The board discussed the membership report and logistics of possibly integrating VINEA members.

IOBC Business: Teresa briefed the board on submissions of documents for renewal of annual endorsement and draft SESAME documents.

Salmon Safe Update: Sip for SOLV-promotion of sustainable wines is happening in the month April. During this event, \$1.00 per bottle goes to watershed preservation. Salmon Safe is doing more promotional materials statewide. SS submitted proposal to Oregon Governors Office to be used for recruiting more vineyards in the Willamette Valley.

Other Business:

- **Annual meeting 2006 preparation**-This is to be held in May, at Willamette Valley Vineyards. LIVE will have a luncheon featuring certified wines. Membership training should be the focus of the meeting and will be one of the first agenda items. Will also have a VINEA presentation.
- **Technical discussion**-Should LIVE allow the use of GMO's? The board discussed this item in detail and agreed to adopt IOBC protocol. This will also be added as a discussion topic at the 2006 Membership Meeting. The technical committee will also come up with a definition of GMO's for discussion.
- **Sustainable agriculture donation discussion**-Discussed Jim Bernau's donation in the above **Financial report.**



- **Wine certification program discussion-** The board expressed wanting to streamline this process.
- **Newsletter-** Teresa asked the board to help provide content for the upcoming newsletter. To be included: Sip for SOLV update, technical update, annual meeting info, & Stirling will give a brief on the presentations. This newsletter will be completed early to mid April.
- **Wine tasting at the symposium-** The board agreed to offer certified wine tasting at the Symposium to be held during the lunch/trade show times.
- **Hiring a bookkeeper-** Quarterly report on monthly reviews. **Al motioned to hire this person on a month to month basis, up to review after the first quarter, Brant seconded. Unanimously passed.**
- **Marketing firm-** Ted Farthing offered to help LIVE with marketing free of charge. Stirling will contact him and ask for ideas as to how he can help. Ted is starting a region wide marketing committee. The board discussed possibly hiring someone who can focus on LIVE versus someone who may be too busy to put the focus on LIVE that it requires.

This meeting was adjourned at **12:23 p.m.**



Attending Board: Stirling Fox (President), Matt Compton (Secretary), Al MacDonald, Brant Dutton, Allen Holstein (Treasurer), & Luisa Ponzi

Attending Staff: Teresa Soler, LIVE Executive Secretary

Attending Guests: Dan Kent, Salmon Safe

Call to Order: Stirling called this meeting to order at 10:06 a.m.

Minute Approval: Al motioned to approve minutes, Stirling seconded, unanimously approved.

Financial Report: Teresa passed out financial reports provided by LIVE's bookkeeper, Pierrette Paul. There was discussion about how to make up for the budget shortfall. Stirling will ask to go to next OWB meeting to talk about funding for LIVE.

Amended Budget: Al motioned to approve amended budget, Brant seconded, unanimously approved.

Membership Report: The group reviewed the provided information: *74 members have joined for 2006, 14 members from 2005 have not renewed. So far LIVE has 16 new vineyards for 2006 and last years membership total was 77 members.*

32 certified members have renewed, 10 have not renewed. 8 vineyards became certified in 2005. Projected certified members at the end of 2006 is a record high 62!

Salmon Safe Update: Dan received word from National Fish and Wildlife Organization, was asked to be prepared to speak in Portland on Wednesday at a meeting with the governor. He handed out a brief overview of grant. *LIVE would receive a pass through of \$10,000-\$16,000 for tasks (in Willamette Valley) including recruitment of vineyards to joint LIVE/Salmon Safe certification, organization of field tours and other industry events that include Salmon-Safe, subsidize field assessments at vineyards, assist in testing ecological monitoring protocol at a vineyard site.* Once grant is formalized the LIVE board will need to meet to discuss details.

Other Business:

- **Finalize details for relationship with Vinea** –The group developed a plan for an affiliation model (attached) Stirling motioned to present affiliation model to the LIVE membership, Brant seconds. Unanimously approved.
- **Finalize wine certification program**–The board discussed submitting wines to TTB approved lab such as ETS or other independent lab and forgo winery involvement. The application for certification would contain a check list of true and fact statements to enable label printing ahead of time. Teresa will ask ETS for discount for LIVE members. The group agreed the analyses to be done would be VA and SO2 to ensure the wines don't exceed limits.

Also discussed was lowering the wine content requirement to 97% certified fruit, to match organic standards.

LIVE Board Meeting Minutes
April 17, 2006 10:00 – 12:00 p.m.
Northwest Viticulture Center
215 Doaks Ferry Road Salem, Oregon



- **Discuss 4/13/06 meeting with Jim Bernau**-The board discussed a \$35,000 donation to LIVE from Jim Bernau and the terms which were discussed at a previous meeting. Jim highlighted these terms in an email to the LIVE board, the LIVE board will review the terms.

Adjournment: Allen moved to adjourn this meeting at 12:27



Call to Order: this meeting was called to order at 4:17

Approval of Minutes: Ted motioned to approve minutes from last meeting, Al seconded. Unanimously approved.

Elections of Officers: Al motioned to re-nominate current officers. Ted seconded to continue. Unanimously approved.

Stirling nominated Brant to fill in for Matt as Secretary pro tem. Al seconded. Unanimously approved.

Vinea Update-Stirling updated the group that Vinea will join this year.

This meeting was adjourned at 4:46 p.m.



Attending Board

Stirling Fox (President)
Al MacDonald
Allen Holstein (Treasurer)
Brant Dutton
Ted Casteel

Absent

Matt Compton (Secretary)
Luisa Ponzi

Attending Staff: Teresa Soler, Executive Secretary

Attending LIVE Members:

Jason Tosch, Bill Wittenberg, Ray Straughan, Bob Esterling, Elizabeth Ogg, Michael Fowler, Dick O'Brien, Betty O'Brien, Rob Clarke, Ivan Wells, Martha Wells, Luis Martinez, Paul Simonds, Efred Loeza, Miguel Loeza, Steve Girard, Tom Owen, Dan Chapel, Nancy Chapel, Peter Gladhart, Norbert Fiebig, Trudy Kramer, Jim Mackay, Forrest Klafke, Arpad Walker, Jim Bernau, and many others.

Guests:

Ted Farthing (OWB), Stefany Boettner (OWB), Jude Hobbs (Agro-Ecology Northwest), Rich Lorelli (Wooldrige Cellars), Dan Kent (Salmon Safe), Kara Olmo (Wooldrige Creek Winery), Rebecca Sweet (Corridor Agricultural Consulting), Kerry Newberry, Kevin Chambers (OWB), & Allen Campbell (OVID).

Call to Order:

Stirling Fox called this meeting to order at 1:17 p.m.

Nomination & Election of Board Members

Allen Holstein nominated Ted Casteel, Stirling Fox nominated Betty O'Brien. Both unanimously elected.

LIVE Membership Training

Al MacDonald gave the membership an explanation of IOBC and EUREPGAP. He informed the group of the requirements in Europe to produce certified fruit or it would not sell in the market place. Al MacDonald also reviewed a technical PowerPoint presentation describing how the scorecard for 2007 will be different from LIVE's current scorecard. A question was raised on pesticide reporting, and if LIVE would be able to provide that service for the members. Al MacDonald responded that this was possible, LIVE would charge a fee.

- **Action Item- LIVE will not Allow the use of GMO's as Defined**

Al MacDonald reviewed GMO information, IOBC allows for GMO's on a case by case basis. Al MacDonald opened the issue of GMO's up for discussion, Kevin Chambers mentioned that Cornell is working on disease resistant GMO's; he suggested the LIVE technical committee address it further.

Paul Simonds motioned LIVE not allow GMO's now or in the future. Michael Fowler seconded. Jim Bernau moved to table the motion until the 2007 annual meeting or when LIVE has more information. Ivan Wells seconded. Motion unanimously approved.

Minute Approval

Ted Casteel motioned to accept the minutes from the 2005 membership meeting as written. Al MacDonald seconded. Motion unanimously approved.

Financial Report

Allen Holstein presented the financial information to the membership. There was brief discussion regarding grant opportunities. Stirling Fox reviewed Steve Girard's donation for \$1,500 and Jim Bernau's donation of \$35,000.



- **Jim Bernau Donation**

Stirling Fox thanked Jim Bernau for his generous donation. Jim Bernau reminded the membership of what LIVE has done with little money from the programs inception; he further informed the group of how sustainability is sweeping the nation. Stirling Fox and Jim Bernau will be meeting with the governor on May 11th to discuss LIVE and sustainability.

Membership Report

Brant Dutton reviewed the membership and vineyard acres through graphs and slides via PowerPoint and highlighted a steady growth in membership of roughly 50% per year.

- **LIVE Presentations**

Stirling Fox reviewed some of his experiences over the last year at industry related meetings.

Organizational Affiliation Model Presentation & Discussion

Stirling Fox briefed the membership on Vinea (a Walla Walla organization seeking LIVE certification for its members) stating they are very progressive and their region is rapidly growing. Vinea approached LIVE for IOBC certification. Vinea's members are already farming using sustainable practices and meet LIVE guidelines. Vinea is committed to being long term LIVE members. Stirling Fox presented the affiliation model the LIVE board developed:

- *5 year minimum contract*
- *\$5,000 one time affiliation fee, to be paid in two payments over two years*
- *Seeking organization joins on behalf of their growers for the rate of \$5.00 per vineyard acre, per year*
- *Seeking organization covers all affiliation legal fees*
- *Seeking organization to use LIVE's appointed inspector for first two years minimum, after that the inspector is to be approved by LIVE*
- *Inspection fees are \$300 per vineyard, per year, for the first two years or until certification is achieved. After the first two years mandatory inspections, certified vineyards will be inspected once every three years*
- *LIVE reserves the right to a random annual inspection of any certified vineyard*
- *Seeking organization agrees to assemble a technical committee to develop their own scorecards and documents to be submitted to LIVE for approval prior to use*
- *Seeking organization agrees to pay technical development fees for development of scorecard, if assistance is needed*
- *Seeking organization is to provide annual copies of all vineyard records each year by November 31st*
- *LIVE reserves the right to organizational audit at any time, with a minimum of every two years (same as IOBC requires)*
- *Seeking organization promotes LIVE*

Allen Holstein mentioned Walla Walla is a different climate. He would like to see Vinea join as an organization and other subsequent organizations join as a group, due to different climates and the need for different technical guidelines. Peter Gladhart expressed he felt LIVE should charge affiliation fees because LIVE is a valuable asset. Stirling Fox stated Vinea plans on joining the LIVE program for the 2006 growing season.

- **Action Item- Membership Vote on Acceptance of Model**

Stirling Fox called for a motion to vote on the acceptance of this affiliation model. Jim Mackay motioned to accept the affiliation model as presented. Ivan Wells seconded. Motion unanimously approved.

Salmon Safe Update

Dan Kent stated that Oregon wine is a flagship Salmon-Safe product and Salmon Safe has a certification partnership with LIVE. He told the members of a new grant from Oregon Governor's Environmental Fund which has the goal of recruiting 50 new LIVE/Salmon Safe vineyards in Willamette Valley. Dan Kent also highlighted Sip for SOLV, a retail event promoting Salmon Safe in about 40 retail stores, seeking a 20% sales increase for producers. Salmon Safe is currently advertising through bus sides, billboards and is beginning a campaign featuring NIKE.



Wine Certification Program

Stirling Fox spoke about the current LIVE wine certification program. The LIVE board is hoping to adopt the organic standards for purity.

- **Action Item- Lowering Wine Content to 97% Certified Fruit, to Match Organic Standards**

The group discussed how this change would help wineries submit wines for LIVE certification. Jude Hobbs asked what sort of tracking system was in place to ensure this. Stirling Fox responded that wine tracking is already federally required and wineries already have to keep records on content. Dan Kent mentioned Salmon Safe has always required 97% certified fruit for wines to carry the Salmon Safe logo. **Ted Casteel motioned to set the standard for certified fruit percentage in wine to 97% with a 5 year sunset clause. This will be reviewed on or before May 5th, 2011. Allen Holstein seconded. Motion unanimously approved.**

Brant Dutton motioned that all wines created henceforth will be permitted to be 97% certified fruit. Allen Holstein seconded. Motion unanimously approved.

- **Action Item- Change Wine Certification Program to Submit Wines to TTB Approved Independent Lab and Forgo Winery Involvement**

Ted Casteel reviewed the wine program, its history, and what the requirements currently are. Ted Casteel agreed the tasting panel concept has never worked effectively but does feel it is important to test for flaws, although flaws have seldom been found. There was further discussion about the timing issue of the tasting panel and label printing difficulties. What LIVE is proposing is to suspend requirements for wine tasting panel approval, but keep lab analysis as is. Members voiced concerns about possibly bad wine labeled LIVE in the marketplace.

Stirling Fox motioned LIVE continue the chemical analysis at the time the wine is bottled but suspend the tasting requirement prior to wine being bottled, wineries will still be required to send in a sample bottle to the panel for tasting. Jason Tosch seconded. Motion unanimously approved.

Submission of all wines is required for wine certification program, but certification is not contingent on panel results but fruit content and lab analysis. If the wine contains flaws LIVE will contact the winery for follow up.

Adjournment

Stirling Fox adjourned this meeting at 4:09 p.m.



Attending Board: Al MacDonald, Matt Compton (Secretary), Brant Dutton, Allen Holstein (Treasurer), Ted Casteel, & Stirling Fox (President).

Absent: Betty O'Brien

Attending staff: Teresa Soler, Executive Secretary

Call to order: This meeting was called to order at 9:40 a.m.

Minute approval: Brant moved to approve minutes as written, Stirling seconded, and minutes were unanimously approved.

-Reinstatement of Matt Compton as Secretary: Brant moved to reinstate Matt Compton as Secretary, Al seconded unanimously approved.

Financial report: The board reviewed the financial report-Allen moved to accept financial report, Stirling seconded. Unanimously approved.

Membership report: The group reviewed the membership report information and had brief discussion.

Other business:

- **Salmon Safe grant:** The group discussed meeting the goals of the project work plan. Ted motioned to accept grant plan, Brant seconded, motion approved. Allen opposed.
- **IOBC progress update:** Teresa informed the group of the editing to be done to the scorecard; Teresa will be corresponding with the IOBC on Monday June, 12th.
- **Finalize relationship with Vinea:** The group discussed the current affiliation model and the legal issues arising out of developing a formal contract. Allen motioned to accept members directly, whether they are associated with Vinea or not. LIVE will not require a formal contract from Vinea, but will request a donation to help cover legal fees for the Washington DBA business. The board decided that it was not necessary to implement the affiliation model and instead chose to keep all members equal and let Walla Walla members join as regular members. Ted seconded, unanimously approved. Stirling will call Jeni Lassell immediately to tell her what the board has decided.
Vinea will market the sustainable vineyards but the members will join independently.
- **Finalize wine certification program:** Stirling reviewed the previous hurdles of wine certification. Under the new program, members will send LIVE a sample bottle to be kept on hand to Al MacDonald at Chemeketa. There was discussion regarding Elizabeth Clark, Stirling stated concerns that he would like the head of the tasting panel to be a LIVE member. The board discussed accepting volunteer help regardless of membership status. Teresa will contact Elizabeth and ask her to chair the LIVE wine program and have her set up serious protocol on the wine program. The forms will be sent directly to Teresa who will then fax forms to Liz prior to wine tasting. The panel will have a goal of meeting twice a year.



- **OWB update & discussion with Kevin Chambers:** Allen reported that he and Stirling went to last OWB meeting to present a funding proposal. The OWB requires a more formal proposal for grant funding than was presented at the most recent OWB meeting. Matt suggested, and Ted agreed, that any formal proposals need to be approved by the LIVE board first. Stirling acknowledged this and said he would write the formal proposal and submit it to the LIVE board prior to submitting it to the OWB. The OWB's next meeting is scheduled for July 11th in Roseburg. After LIVE board approval Stirling will submit the proposal to the OWB prior to the July 11th meeting for their review. A discussion is planned for next wine board meeting regarding a partnership between OWB and LIVE. The board discussed LIVE staying focused on education and letting someone else promote the program. The OWB has made sustainability the focus of Media Camp. The OWB has asked Stirling to talk about LIVE at Media Camp but he has not yet given an answer. This event is in September, 2006.

Kevin expressed there could be some really strong synergy between what the OWB and LIVE are doing. He reported the OWB has been making aggressive plans for research, education, and marketing. OWB has the intention of going forward with a strong sustainable element in its Brand Oregon efforts. "Oregon Certified Sustainable" tends to be a theme. Kevin suggested the OWB can eventually carry the promotional side of sustainability and have LIVE function as the education and certification side of the industry.

Matt mentioned LIVE is a grower oriented organization and our focus needs to be on educating growers.

Allen asked about the large grant the OWB has applied for and what projects the grant is to fund. Kevin answered that this grant is to aggressively drive home 'Brand Oregon'. They should know if they have gotten the grant by mid August. The OWB plans on launching a marketing campaign with sustainability as part of its message. If they do not receive this grant, this plan will still move forward. They plan on hiring two new employees with the grant monies. Ted Casteel suggested the idea of a "sustainability summit" that includes everybody, perhaps sponsored by the OWB. Kevin says there is very clearly an agenda along the lines of this idea. Kevin is part of a discussion with biodynamic trade associations, and reports there are other groups out there working on these types of messages.

Matt suggested looking at the forestry program and how they are leading the way in Oregon's sustainability efforts.

Stirling asked Kevin what he thought of the potential of Oregon State developing a sustainability seal. Kevin expressed this is a great idea but there may be quite a bit of red tape involved and inquired if the state seal would be the message.

Kevin expressed LIVE should remain the certifier instead of the state of Oregon. "State of Oregon Certified Sustainable" is a possibility.

Stirling says Ted Farthing is waiting for board approval to help LIVE develop a 5 year plan. Kevin says the OWB would vote unanimously to embrace LIVE and move ahead with helping LIVE.

Matt stated that LIVE is not looking to conjoin the LIVE board with any other board. There needs to be a game plan. Ted Farthing can be a liaison.



Ted Farthing will work with Teresa and Teresa will bring Ted's suggestions to the LIVE board.

Things to work on with Ted:

5 year plan

Media Camp strategic partnership portrayal

Al suggested using an international resource working group on mites to come to U.S. and present their findings. Or LIVE or the OWB could send someone to find out what information they are finding.

Stirling asked Kevin to take draft logo to Ted Farthing to see if the current logo would work.

Teresa inquired if the OWB was interested in funding educational projects and Kevin answered yes.

Matt talked briefly about LIVE's new scorecard. Teresa explained LIVE will need some funding to help train members and general public on new scorecard and how to use the documents. Kevin inquired as to immigration and economics. Al explained LIVE won't be addressing immigration issues. Stirling mentioned he would like to eventually address winery sustainability issues.

- **Finalize plan for Jim Bernau's donation:** Stirling will tell Jim LIVE is moving forward with the OWB to facilitate getting the goals of this donation fulfilled. The "promotional person" will be the OWB. Stirling and Allen feel that the money Jim Bernau gave us can be used in a different way but accomplish the same goals as originally agreed to. Stirling will call Jim today and give him a progress report. If he cannot get a hold of him he will email him today.

Summary of progress report to be given to Jim Bernau:

Salmon safe money is used for recruiting

Working with wine board on developing new advocacy program

Recruitment of vineyards

Branding we are still exploring

Teresa stated concern about meeting the goals originally outlined by Jim Bernau. Stirling stated he appreciated Teresa's concern, but feels he can talk to Jim and convince him of how to spend the donation.

- **Regional training presentations:** The board agreed this is addressed in the Salmon Safe grant.
- **Staff time & salary review:** The board reviewed Teresa's time sheets and she presented a proposal as requested by the board in May 2006. Allen questioned Teresa on asking for both health insurance and a pay increase. Al mentioned LIVE has enough funding coming in to justify this increase. The group discussed Teresa's proposal. The group decided to postpone a decision until the next board meeting. **Stirling motioned to pay Teresa's unpaid balance of 324.75 hours back to December 2005, and remove 100 hour cap per month. Teresa will receive a pay increase for the interim to \$15.00 per hour, starting with June 9th hours. The interim will be between this board meeting and the next meeting. LIVE will have a decision by**



the next board meeting on Teresa's pay increase proposal. Allen seconded, Brant abstained, motion passed.

Stirling approves of Teresa cutting the check A.S.A.P.

- **Hiring formal grant writer:** Stirling and Allen met with a professional grant writer Jodi Tanner 503-297-4529 and approved her to get started on the WSARE grant she estimated \$800-\$1000 to get the grant writer started. Stirling and Allen talked with Jim Bernau about covering the cost of this grant development. The group reminded Stirling and Allen the board had agreed to resubmit the previous proposal with some changes. Brant asked if Stirling and Allen entered into a contract with the grant writer, Stirling stated they did not. **Ted moves to authorize expense to take the first step with the grant writer and have her contact Al MacDonald or Teresa to review grant history. Al seconded, unanimously approved.**
- **Trademark of "Certified Sustainable" logo:** Teresa reviewed information she acquired through speaking with a trademark attorney. She stated there really was no point in trade marking a logo that includes the LIVE logo because the LIVE logo is already trademarked. This was also discussed above in the meeting with Kevin.

Adjournment: Stirling adjourned this meeting at 1:34 p.m.



Executive Session

This executive session was called to discuss compensation for LIVE's Executive Secretary position, currently filled by Teresa Soler.

Called to order at 9:00 a.m.-10:00 a.m.

Board Meeting

Attending Board: Stirling Fox (President), Al MacDonald, Brant Dutton, Ted Casteel, Allen Holstein (Treasurer), Betty O'Brien, Matt Compton (Secretary)

Attending Guests: Dan Kent, Salmon Safe

Attending Staff: Teresa Soler, Executive Secretary

10:00 Call to order: Stirling called this meeting to order at 10:03 a.m.

Minute approval: **Ted motioned to accept meeting minutes as written, Al seconded. Minutes unanimously approved.** Al would like to see a section on the agenda for old business and new business, Ted would like to add OPC (Oregon Pinot Camp) feedback to this meetings agenda.

Financial report: Teresa presented the board with the financial report as provided by bookkeeper Pierrette Paul. Al requested a line item in the books called "conditional donation" for Jim Bernau's donation, as well as a line item for Salmon Safe grant called "contract". Allen would like to see projected expenses for the remainder of the year.

Membership report: Brant reviewed the supplied membership information and there was brief discussion.

Salmon Safe update: SS has been talking with the nursery industry looking for a partnership similar to what the arrangement is with the wine industry. SS certified first nursery and are looking to expand on this project. Al mentioned the new horticulture program at Chemeketa and how it has a sustainability element. SS is just starting its biggest campaign ever. A major objective of this campaign is to elevate the Salmon Safe brand which will in turn help wineries. Public event at PSU promoting SS and LIVE with a wine tasting.

Dan Kent suggested the LIVE board meet the SS board. Winter is suggested as a time. Possibly do a winery tour.

Other Business:

- **Pinot Camp feedback:** Stirling reported that he and Ted Casteel represented a sustainable arm at Pinot Camp. Consumers are more aware and paying more attention to what is on the label. Ted reported that two years ago people didn't want to put organic on the bottle because of consumer ideals. Now, it is a different story. Would like to see one brand and one message. Thinks it would be good to reach out to other sustainable groups and create a common brand of sustainability.



- **Update on grant presentation to OWB:** Stirling did not meet the timeline originally set but says he will complete the grant in time for the next OWB meeting. Stirling will present this proposal to the entire LIVE board prior to submission to OWB. Ted Farthing said he will help Stirling with this grant.
- **IOBC progress update:** Teresa informed the board she is waiting to hear back from the IOBC on revisions. She and Matt Compton will be meeting Monday, July 17th to work on the “Explanations” portion of the scorecard.
- **Update on Vinea progress:** Stirling summarized what the board discussed at the last meeting. Dan recommended getting a second opinion on affiliation with Vinea-SS will pay for a phone call to Non Profit Support Services/David Atkin. The board agreed LIVE should move forward and accept membership now, and try to work on developing a model for affiliation. Stirling will be presenting an inspection discount for multiple sites but no other discount. Stirling will meet with Vinea in Walla Walla on August 2nd.
- **Update on wine certification program:** Teresa will create an email blast for certification tasting, outlining program revisions. Proposed tasting date for September or November.
- **Contracting with Rebecca Sweet for technical work:** Teresa reported Rebecca’s rate of \$55-\$60 per hour and the board felt that was too high to consider. Betty suggested Rebecca prepare a proposal to be presented at the next board meeting. Teresa will contact Rebecca to request a proposal for recruitment/educational presentations and follow-up.
- **Update on Jim Bernau’s donation:** Stirling informed Jim that LIVE is still working on progress with the OWB and the OWB is going to endorse the LIVE program as part of the industry message.
- **Update on meeting with Ted Farthing:** Stirling, Allen, and Ted Casteel had lunch with Ted Farthing to brainstorm. The OWA and Oregon Wine Center is interested in promoting LIVE as a function of their current promotional program but they don’t know how to best promote LIVE. The OWB is interested in having LIVE information as part of their information. They are creating an online touring guide with a direct link website to educate consumers. OWB has applied for a \$250,000 grant to create online store with links, OWC press kit highlighting LIVE. Stirling has asked Ted to help with two 5 year plans, a financial plan and a branding (marketing) plan. Ted Farthing is willing to help LIVE for free. LIVE will form a subcommittee to deal with these items. Betty O’Brien was nominated to participate on committee and Allen Holstein volunteered his participation. Ted Casteel suggested seeking people for this committee who are not members of LIVE. Teresa suggested wine buyers or people who deal with consumers. Allen suggested Betty meet with Pat Dudley, Ted Farthing, and Jim Bernau. Dan Kent will also participate. Betty will be the organizer of this committee. Betty will keep all board members and staff informed of what is happening with this committee. Teresa offered to help with information to build these plans. **Allen motioned Betty convene a subcommittee of the board to gather members of our board and key industry members to meet with staff of the OWB to develop a plan to promote LIVE. Al seconded. Motion unanimously approved.**



- **Grant writer: technical equipment, (2007 inspections) and handbook-**Teresa asked the board to approve of working with the grant writer to seek funding for a new membership handbook and technical equipment. **Allen motioned to authorize \$1600 for the purposes of authorizing Teresa and Brant to seek funding sources and writing grants. Al seconded, motion unanimously approved.**
- **Executive Secretary compensation:** Stirling mentioned the position's current level of compensation. Stirling would like to take 30 days more to discuss budget and position with Teresa's input to better characterize the position so the board can best move forward. The board will form a subcommittee to create Executive Secretary position, and how to address this more; Allen suggested the program does not have the money. Whatever decision is made will be retroactive to July 1st. This will be decided by August 15th. **Al motioned Stirling create a subcommittee to study the job requirements, review Executive Secretary job description, salary requirements and report back to the board by August 15th. Any increase in salary be retroactive to July 1st, 2006. Ted seconded. Motion passed, Brant abstained.**

Betty, Matt, and Stirling will be on the committee. Stirling will chair this committee.

Requested resignation of board member: Ted Casteel expressed his feeling that it is inappropriate for Brant to be on the board since he is also a staff member of LIVE. At the next board meeting Brant will provide a letter of resignation. The board discussed ideas about who to nominate as a replacement.

Adjournment: This meeting was adjourned at 12:51 p.m.



Executive Session 9:30-10:00

Attending: Stirling Fox (President), Allen Holstein (Treasurer), Al MacDonald, Betty O'Brien, & Ted Casteel

Board Meeting

Attending: Stirling Fox (President), Allen Holstein (Treasurer), Brant Dutton, Al MacDonald, Betty O'Brien, & Ted Casteel

Guest: Dr. Paul Simonds, Simonds Vineyard

Staff: Teresa Soler, Executive Secretary

Call to Order: Stirling called this meeting to order at 10:17 a.m.

Minute Approval: The board voiced concerns over executive sessions being included in meeting minutes. **Al motioned to approve minutes as written. Ted seconded. Motion unanimously approved.**

Financial Report: The board reviewed the financial reports provided by bookkeeper Pierrette Paul. The board had questions regarding cash and accrual and expressed they would like to see both. The board suggested Teresa look into accounts that provide interest and give the board recommendations. The board would like another column added for projected expenses on the budget report.

Membership Report: Brant reported the membership is at 93, three possible new members from Willamette Valley, and one from Walla Walla. The board would like to see a more detailed membership report.

Old Business:

- **Update on grant presentation to OWB:** The board reviewed the grant provided by Teresa. Teresa will change the fiscal officer to Allen Holstein and send the grant to Ted Farthing for comment and review prior to submitting to the OWB.
- **Davis Wright Tremaine debt:** Teresa informed the board of the current debt of \$4,754.21, and the OVID/OWB related items. **Allen motioned to pay half of this debt and ask the wine board to pay the other half. Ted seconded. Motion unanimously approved.**
- **IOBC progress update:** Al and Teresa will work together to get the SESAME done. The next technical committee meeting will be on September 12 or 13th.
- **Update on Vinea:** Stirling briefed the board on the results of his meeting with Vinea. Vinea will inform its members they can begin joining LIVE as regular members. Stirling will call Ted Farthing to work with Vinea and Teresa on a press release to be done as soon as possible.
- **Rebecca Sweet proposal:** The board reviewed Rebecca's proposal. The group discussed travel time and would like clarification as to whether she will charge an hourly rate as well as mileage. The board discussed modifications to her proposal such as listing objectives: What these field days are going to accomplish: Educate growers on specifics; contrast between organic and LIVE, give



members an idea of understanding the principals of LIVE, informing new growers to the educational specifics, etc. Betty suggested modifying our marketing presentation for use during these field days. The board would like Rebecca to present the first presentation to them prior to the field day. Also, a progress report will be required under old business at the next board meeting. **Allen motioned LIVE accept proposal with a cap of \$2000 for first presentation, and restate the objectives at the top of the proposal. Ted seconded. Motion unanimously approved.**

- **Executive Secretary salary review:** The Board proposed to increase the Executive Secretary compensation to \$20 per hour, \$4 of which is in lieu of a separate amount for benefits such as insurance. Included are two weeks paid vacation annually and 1 sick day per month paid. This rate is retroactive to July 1st. The board has created one full time staff position for the organization and eliminated the part time assistant position. The board has approved a total personnel annual salary of \$41,600 and discussed the possibility of a job sharing arrangement. The board opened the possibility of entertaining a job sharing proposal if Teresa chooses to do so. Stirling requested if Teresa should choose to do this, she and Brant develop a job sharing proposal to be presented at the November, 2006 board meeting. There will be an annual review process formalized with an annual review date of July 1st. **Ted motioned to make this proposal. Al seconded. Motion unanimously approved. Brant abstained.** Stirling stated the board will work with Teresa over the next six months to evaluate job performance vs. salary. The intent of the performance evaluation is to develop a process and put it in place within the next six months. This would include the timeline for annual employee evaluation. Teresa accepted this offer.
- **Board member resignations:**
Matt Compton has resigned: Allen motioned to accept Matt Compton's resignation. Al seconded. Motion unanimously approved.
Ted motioned to accept Brant Dutton's resignation. Allen seconded. Motion unanimously approved.

Betty would like to discuss needs in new board members. Allen feels LIVE needs depth on the technical side of the board. Ted would like the board to take a month or so to think about some names for consideration. Betty stated she would like to consider this, and asked Paul Simonds about his background. Stirling is going to talk to Jason Tosch, Steve Girard; this group will use the Friday meeting at Betty's as a way to find new board members. At the November board meeting these positions will be temporarily filled. Teresa will create a list of interested people to be nominated. The board will inform Teresa of people who are to be added to this list.

New Business:

- **Winery membership discussion:** Stirling would like the board to consider strengthening and codifying winery membership criteria. Would like it to be a separate class than vineyard membership. He would like this added to the agenda for the next board meeting and suggested the Sokol Blosser's may offer some good advice on developing this idea.
- **2006 Inspections:** Teresa and Brant informed the board of the scorecard misinterpretation problems arising during current inspections. The group discussed some of the member feedback and inspector misdirection; Paul Simonds stated the inspector set an appointment and didn't show up for last year's inspection. Teresa informed the board that the inspections may take longer due



to a lack of an assistant inspector who reviewed records while the lead inspector reviewed the scorecard. The board agreed to send a representative of LIVE on the remainder of inspections to avoid misinterpretation of the guidelines and any other problems. **Ted Casteel motioned Brant Dutton accompany Jude Hobbs on the remainder of inspections. Betty O'Brien seconded. Motion unanimously approved.**

Stirling will call Jude as soon as possible and inform her that Brant will accompany her beginning on Monday, August 21st. He will also request she send a detailed schedule of inspections including confirmed inspection times. The board set the future requirement of the inspector calling in on a weekly basis to update LIVE on inspection progress and concerns.

- **Inspection procedure:** The board discussed the prepared document and agreed to build on it for next year. They suggested some of the items on it are to be included in the inspector's contract. The board would like to add one scorecard training per year prior to all inspections for the inspector to ensure the scorecard is correctly understood.

Adjournment: Stirling adjourned this meeting at 1:05 p.m.



Attending Board: Stirling Fox (President), Allen Holstein (Treasurer), Al MacDonald, Betty O'Brien, & Ted Casteel

Attending Staff:

Teresa Soler, Executive Secretary

Guests:

Dan Kent, Salmon Safe

Brant Dutton, Dylan's Run Vineyard

Ted Farthing, Oregon Wine Board

Call to Order: Stirling Fox called this meeting to order at 9:33 a.m.

Minute Approval: *Allen Holstein motioned to approve August 16, 2006 meeting minutes as written. Ted Casteel seconded. Motion unanimously approved.*

Financial Report: The group reviewed the financial reports provided by bookkeeper Pierrette Paul. Allen Holstein prepared a document outlining ideas to close LIVE's budget gap. Allen Holstein would like LIVE's staff to be funded by membership dues. There was discussion regarding using grant monies to fund special projects and raising LIVE membership dues. Ted Casteel expressed concerns about raising dues and would like to see a long term solution instead of continually raising dues. Stirling Fox mentioned considering a cap on the current member dues. Allen Holstein will work on a long term solution for both LIVE's and its members benefit. Betty O'Brien mentioned the idea of building in a benchmark in membership to show in the final numbers. Stirling Fox voiced concerns about administration and increase in work necessary for the growth of the program. Betty O'Brien showed support for sustaining staff with dues and also pointed out that approximately 10-15% would be time used for ensuring grants are administered. The board came up with a possible strategy of having 80% of membership dues pay for staff. Dan Kent stated that he knows of no certification organization that does not rely on outside funding.

- **Review & adoption of amended budget:** The board reviewed and discussed the proposed amended budget. *Allen Holstein motioned to adopt amended budget as written. Stirling Fox seconded. Motion unanimously approved.*
- **Review of savings accounts:** The board reviewed and discussed the different bank account options provided by Teresa Soler. *Ted Casteel motioned to go for the Liberty Bank 3 month account with a minimum of \$10,000. Ted Casteel withdrew his motion. Allen Holstein motioned to approve the US Bank one month CD. Ted Casteel seconded. Motion unanimously approved.*
- **Review of signers on LIVE account:** *Stirling Fox moved to remove Elizabeth Brunker and put Allen Holstein on the current bank account as a signer. Ted Casteel seconded. Motion unanimously approved.*
- **Review of expenses to enable business in Washington State-**Teresa Soler will work with Davis Wright Tremaine to develop a summary of these expenses to be available at the next board meeting.



- **Approval of Agro-Ecology Northwest revised fees:** Teresa Soler explained the charges and the discrepancies. The board discussed Jude Hobbs' hourly rate. *Ted Casteel motioned to include fees in future contractual agreements. Betty O'Brien seconded. Motion unanimously approved.* *Ted Casteel motioned to pay the revised bill. Al MacDonald seconded. Motion unanimously approved.*
- **Review & adoption of amended OWB budget:** *Allen Holstein motioned to approve amended grant budget as written. Betty O'Brien seconded. Motion unanimously approved.*
- **Review and sign OWB grant agreement:** Stirling signed the grant agreement.

Membership Report: The board reviewed the provided membership report.

- **Walla Walla membership update:** The board reviewed the provided Walla Walla report.
- **Inspection Report:** The board reviewed the reports provided by inspector Jude Hobbs. Ted Casteel would like to consider strategies for difficult technical issues to educate growers. Questions arose about winter cover crops, and the board discussed ways to conduct winter inspections. Stirling Fox suggested taking the ten most challenged vineyards and having Jude take a day to drive around and follow up. The board agreed to refer this to the Technical Committee for discussion.

Salmon Safe Update: Dan Kent discussed Salmon Safe's marketing efforts. Salmon Safe is starting their first Seattle campaign with bus sides and public radio underwriting. Salmon Safe has begun promoting produce in the Puget Sound area and soon will promote wine. Salmon Safe is partnering with SOLV to do the Sip for SOLV campaign, LIVE will be co-branded during this event as well. This event has been moved to April. Salmon Safe recently submitted a renewal letter of interest to the Oregon Governor's Environmental Fund. If this is funded Salmon Safe would pass through funds to LIVE to continue program outreach. Dan contributed an essay to a book "Farming and the Fate of Wild Nature" the book mentions Salmon Safe and LIVE. Salmon Safe is hoping their urban work can subsidize work on the farm side. Salmon Safe is looking to do a major overhaul next year on the farm standards.

Old Business:

- **Davis Wright Tremaine debt:** Teresa Soler reported LIVE paid \$2,377.11, half of the past due amount. The board discussed the debt with Ted Farthing. Ted Farthing asked Teresa Soler to email him the information on the debt and using this information, he will ask the OWB to consider paying the remaining outstanding balance.

Jude Hobbs/LIVE site visits: At the next board meeting the board would like to schedule a meeting which includes both Teresa Soler and Jude Hobbs to discuss inspection protocol. Ted Casteel suggested Jude be paid to attend technical committee meetings. Stirling Fox will contact Jude Hobbs immediately via email to discuss having more complete communication with Teresa Soler and invite her to a mid winter meeting. Stirling will include the board in this correspondence. Teresa Soler will keep the board included in all pertinent future



correspondence. Betty O'Brien expressed that training is key to working with Jude Hobbs in the future.

- **Jim Bernau donation designation:** Allen Holstein would like LIVE to approach Jim Bernau to discuss using the \$25,000 donation for LIVE's general operations. Stirling Fox would like to ask Jim Bernau for his approval to use half of the donation for 2006 operations and half for 2007 operations. Stirling Fox will schedule a meeting with him in November to discuss this possibility.
- **Vinea donation:** Vinea has agreed to pay legal fees to facilitate their membership. LIVE will not seek a donation. This decision is tabled until final expenses can be reviewed.
- **Interim board member discussion:** The consensus of the LIVE board is to go out and recruit industry leaders on an interim basis. The board came up with names of individuals who they feel will be best for the LIVE positions. The board would like to invite these people to the next board meeting. The board asked Ted Farthing to attend LIVE board meetings as an advisor.
- **December 8th Applegate presentation:** Teresa briefed the board on the information about the December 8th presentation. Stirling volunteered to go and assist presenter Rebecca Sweet. Allen Holstein also volunteered to attend if Rebecca Sweet is unable to make this presentation.

New Business:

- **Execute Unanimous Written Consent Form:** Stirling Fox reviewed the form, read it aloud to the board, and the board signed the form.
- **Master Application for Washington State:** Stirling Fox reviewed this form and passed it around to the board for appropriate signatures and information to be completed.
- **Update on Media Camp:** Ted Farthing reported that LIVE was of great interest to those attending this event. The OWB brought together different certification organizations to show that Oregon is the leader in these efforts. The OWB is considering an annual Media Camp, road shows, etc.
- **Food Alliance discussion:** Ted Casteel reported that Karen Lewotsky, the Certification Director of the Food Alliance program, has expressed interested in joining forces with LIVE. Ted Casteel would like to seek a possible partnership with them similar to LIVE's relationship with Salmon Safe. Ted Casteel suggested a meeting with Karen Lewotsky. The board agreed a preliminary discussion is a good idea and would like to see if there are grounds for further discussion. Al MacDonald, Ted Casteel, and Dan Kent will meet with Karen Lewotsky to explore possibilities of a partnership.
- **Ted Farthing presentation:** Ted Farthing prepared a draft strategic plan with tools and suggestions for LIVE's growth. The group reviewed and discussed the plan. Ted Farthing reported he discussed the concept of "Oregon Certified Sustainable" with Oregon Tilth and Demeter and the organizations received the concept well.



Allen Holstein would like to establish consensus of a common definition of sustainability. Ted Casteel stated he sees value in an alliance with other sustainable groups. Allen Holstein also mentioned possibly developing winery protocol, perhaps by using some of Salmon Safe's guidelines. Ted Casteel suggested Food Alliance might have some resources as well. The group agreed that for the success of this plan the focus needs to be on what the certification organizations have in common instead of focusing on the differences. The next step is to get agreement from the LIVE board and have a meeting in February 2007 amongst all the partners to be involved. Dan Kent will talk to Demeter representatives in November about this plan.

Adjournment: Stirling Fox adjourned this meeting at 12:58 p.m.
