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LIVE 2013 Meeting Minutes

LIVE (Low Input Viticulture & Enology)

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LIVE Board Meeting Minutes

March 11, 2013 | 10 am-12 pm | Stoller Vineyards



Attendance

- **Board Attending:** Jason Tosch, Al MacDonald, Allen Holstein, Dan Kent, Ed Fus, Bill Hanson, Don Crank, Kevin Corliss (via phone)
- **Board Not Attending:** Chad Vargas, Stirling Fox, Vicky Scharlau, Tom Danowski
- **Staff Attending:** Chris Serra, Michele Martin, Abby Cullinan
- **Guests Attending:** Barb Bond, Chris Lake

Call to Order. Bill Hanson called the meeting to order at 10:08 am.

Minute Approval. It was noted that Jason Tosch's name was misspelled in the January 2013 board meeting minutes. Allen Holstein motioned to approve the January 2013 board meeting minutes as corrected. Al MacDonald seconded the motion. Motion carried.

Reports

- **Membership report** presented by **Chris Serra/LIVE staff**
Vineyard program at 284 members total. Several new members were recruited at Oregon Wine Industry Symposium.
- **2013 Annual Meeting progress report** presented by **Chris Serra/LIVE staff**
Enrollment on track for 150 attendees. Discussion of meeting content, new breakout sessions offered, and presentation of tributes/awards to outgoing board members and LIVE awardees.
- **Vineyard Certification progress report** presented by **Chris Serra/LIVE staff**
2012 inspection, certification, and standards review process completed.
- **Vineyard Technical Committees report** presented by **Jason Tosch**
Vineyard technical committee work since the last board meeting included discussion of horizon pests. Brown apple moth and bot canker were examples. Brown apple moth was discussed because of false positives in pheromone traps, and bot canker discussion focused on treatments. Melody Putnam started a group to investigate bot canker issues. Tech committee review identified Vitiseal as a seemingly effective treatment.

Other discussion included current and future restrictions on yellow list items. The technical committee discussed whether phasing out copper was an issue for growers using it to control downy mildew in the East, but it didn't appear to be. The committee also discussed restrictions for all products containing boscalid (e.g. Pristine, Endura), because of an IOBC requirement to limit Boscalid (carcinogen, high resistance). The committee continued to



LIVE Board Meeting Minutes

March 11, 2013 | 10 am-12 pm | Stoller Vineyards

work on a policy regarding bundled products, expecting LIVE's position to be one application per year or one pest per year. Educational support would be needed. Last, isoxaben was removed from yellow list primarily because of its long pre-harvest interval.

Other committee work included the checklist review session and the recruitment of additional members by the Columbia Valley technical committee.

Miscellaneous technical issues discussed included tools for vole control, because zinc phosphide is a restricted use pesticide for voles – more information needed.

- **Winery Technical Committee report** presented by **Don Crank/LIVE staff**

Winery technical committee meeting held in February gathered consensus on standards updates for 2013, which included adoption of the CRC tool as the standard for energy reporting, red items for a sustainability plan and continuous improvement, and incorporation of standards for wine certification.

Ed Fus motioned to approve the winery technical committee's recommended standards updates.

Bill Hanson seconded the motion. Motion carried.

- **OCSW update** presented by **Chris Serra**

OCSW wineries and LIVE meeting occurred March 28. General consensus was for LIVE to be involved, but define its role carefully since it would not become or adopt OCSW.

Kevin Corliss summarized a possible direction for LIVE in this area: a multi-state, sustainability and science-based program that takes advantage of marketing opportunities. He recommended interaction with Washington Wine Commission. Dan Kent emphasized taking care to set and clearly convey attainable expectations with LIVE membership – that LIVE would provide messaging and sales channel education. Jason Tosch suggested outreach to area wine event organizers to rework OCSW language and highlight LIVE where possible.

[Kevin Corliss left the meeting at 11:20 am.]

- **Financial report** presented by **Chris Serra**

CRC funded through June 30. Ongoing efforts to transition members to the LIVE winery program. Dues increase topic introduced.

Discussion among board noted that development of relationships with marketing organizations and quantification of impact/value were important first steps. General consensus among current board members for next board to consider dues increase.

Next Meeting. Proposed for June 5, 2013 at Southern Oregon Wine Institute.

Adjournment. Bill Hanson adjourned the meeting at approximately 12 pm.

LIVE Board Meeting Minutes

April 12, 2013, 1:45 pm – 3pm

Annual Meeting at Adelsheim Vineyards



Attending Board: Ed Fus (Chair Emeritus), Chad Vargas (Chair), Jason Tosch, Stirling Fox (Secretary), Al MacDonald, Don Crank, Bill Hanson (Vice Chair), Kevin Corliss, Dan Kent.

Board Not Attending: Vicky Scharlau, Allen Holstein (Treasurer), Tom Danowski.

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

Call to Order: Chad Vargas called meeting to order at 1:45 pm. Chad noted called for nominations from the floor. Give ballot instructions.

Minute Approval: David Beck motioned to accept the minutes. Jason Tosch seconded. Unanimously approved by the membership.

Reports:

Chris presented the financial report – Including last five years' revenue and expenses.

Stirling Fox presented the membership report.

Ted Casteel gave a tribute to Al MacDonald who is retiring from the board.

Jason Tosch gave a tribute to Stirling Fox who is retiring from the board.

Stirling Fox gave a tribute to Allen Holstein who is retiring from the board.

Dan Kent presented the Salmon-Safe report. Dan then presented the Salmon-Safe award to Goschie Farms.

Kevin Scribner presented the VINEA report. Kevin spoke about a new AVA and goal of increased Walla Walla acreage in both Vinea and LIVE.

Leigh Bartholomew presented an OWB/OWA update. There was increased attendance at the Oregon Wine Symposium. Leigh spoke about the research committee, which LIVE member David Beck heads committee. She spoke about marketing Oregon wines in Japan, Germany, and China. OWA has been instrumental in the enactment of four bills. The wine growler bill was signed the day before the annual meeting. Other bills: land use, safe roads, OSU fermentation sciences funding.

Kevin Corliss presented a WAWGG update. Education efforts through winerywise and vinewise at the Annual Meeting. There was a record attendance at the WAWGG trade show. Completed Vinewise update. SMWE is utilizing this guide and self-assessment to catalyze conversation with growers.

Adjournment: Chad Vargas announces election results, offers for general questions, and asked for a motion to adjourn the meeting at approximately 2:50 pm. Stirling Fox motioned to adjourn and Al seconded the motion.

LIVE Board Meeting Minutes

April 4, 2013 | 2-3 pm | Special board meeting via phone



Attendance

- **Board Attending:** Stirling Fox, Allen Holstein, Ed Fus, Al MacDonald, Jason Tosch, Chad Vargas, Bill Hanson. (all via phone)
- **Board Not Attending:** Don Crank, Dan Kent, Vicky Scharlau, Tom Danowski.
- **Staff Attending:** Chris Serra, Abby Cullinan
- **Guests Attending:** Mimi Casteel

Call to Order. Chad Vargas called the meeting to order at 2:15 pm. The board meeting was called to discuss the possibilities for LIVE in relation to OCSW. Major points of discussion included:

- Wariness of involvement in enforcing standards of other standards like organic and biodynamic.
- Need to focus on outcomes for LIVE.
- Potential for LIVE and/or OCSW branding.
- Potential for OWB financial and marketing support in the transition of efforts from OCSW to LIVE.
- Considering a logo use fee in the future (although not appropriate at this stage).
- General agreement not to change rule on percentage of LIVE fruit required in wine, but recognition that it presents real challenges for some LIVE members currently blending organic and biodynamic fruit. Some time was spent discussing the situation of these members but changing the rule to allow for more blending was not a point of agreement.
- Unanticipated administrative workload with OCSW claim.
- Importance of providing a mark that qualified producers can put on their label.
- Issues of the level of marketing support LIVE can offer – limited in financial resources.
- Would potentially be spending a lot of time and energy on incorporating OCSW when all we are doing is changing the phrase on the logo.

Jason Tosch motioned to allow the addition of the phrase Oregon Certified Sustainable Wine to the LIVE logo, with no change in allowance of non-LIVE fruit, and no additional administrative processes except a geographical requirement. Stirling Fox seconds. Motion carries.

Adjournment. Meeting closes at approximately 3 pm.

LIVE Board Meeting Minutes

June 5, 2013 | 11 am-3 pm | Umpqua Community College



Attendance

- **Board Attending:** Chad Vargas (Chair Emeritus, acting Chair) Jason Tosch, Ed Fus, Don Crank, Chris Lake, Mimi Casteel, Barbara Bond, Kevin Corliss (via phone)
- **Board Not Attending:** Bill Hanson
- **Staff Attending:** Chris Serra, Michele Martin, Abby Cullinan

Call to Order. Chad Vargas, Chair Emeritus as acting Chair, called the meeting to order at 11:00 am.

Minute Approval. Jason Tosh motioned to approve the March and April 2013 board meeting minutes as presented. Ed Fus seconded the motion. Motion carried unanimously.

Elect officers and committee members

Vice-Chair – Jason Tosch motioned to elect Chad Vargas as Vice-Chair. Ed Fus seconded the motion. Motion carried unanimously.

Secretary – Barbara Bond volunteers for this position. The board agreed to this. Mimi Casteel motioned to elect Barbara Bond for Secretary, Jason Tosch seconded the motion. Motion carried unanimously.

Treasurer – Chris Serra recommended Ed Fus as treasurer. The board agreed to this suggestion. Chad Vargas motioned to elect Ed Fus as Treasurer. Don Crank seconded the motion. Motion carried unanimously.

Personnel committee – Chris Lake volunteered to replace Al MacDonald on the Personnel Committee

Technical Officers – Jason Tosch and Don Crank agreed to retain their roles as Technical Chairs of their respective programs

LIVE history and recent developments for the new board

Comments: Chris Lake noticed the information given on the history of LIVE and its partnerships suggested that LIVE has played a proactive and non-traditional role in conflict resolution.

Chris Serra commented that as conflicts affect LIVE from externalities, LIVE's approach is to handle according to each situation with the goal of preserving and enhancing partnerships.

Reports

LIVE Board Meeting Minutes



June 5, 2013 | 11 am-3 pm | Umpqua Community College

- **Membership report** presented by **Chris Serra/LIVE staff**

Vineyard program has 295 members. Fifteen new members have enrolled in 2013.

- Winery program has 43 members total. 7 new members have joined in 2013 and recruiting is picking up for the upcoming vintage.
- Kendall Jackson recruitment- Chad suggests that we keep the Oregon vineyard manager involved so that he will pursue LIVE certification with Kendall Jackson.

Idaho has several new vineyards signing up with potential for achieving one-third of the acreage through one new potential member.

Growth in the vineyard program may come from a secondary level of grower that requires convincing of return on investment.

There is a concern of potential member loss from OCSW's termination.

Winery barriers to membership have been mainly contributed to fear of additional paperwork.

Whole farm requirement is a barrier to membership for Washington vineyards according to Kevin C. Ste. Michelle has had conversations with Wal-Mart regarding certification. Kevin will share more information as it becomes available.

- **Vineyard Technical Committees report** presented by **Jason Tosch**

Voles management using a ZP product uses a coating that might hold up to a tests for

- Added Grandevo for Region 2 Walla Walla to combat mite issues. IOBC has approved and will work with them for an application management program and data collection. LIVE will assist with the protocol with Greg Giguere? In Walla Walla.
- Eurenium mite is an issue. Use of Movento for this issue is not approved. Issues in Region 2 with this mite – topic for future technical committee discussion.
- Dusting sulfur allowance in dry climates. 4 pounds/acre/application of allowable use (24 lbs total) in Idaho. Is it the right and necessary use of this chemical? Chris Lake commented it may have reasonable use and is permitted by CA in certain quantities. Ask Idaho to work with Washington technical committees to come up with a proposal to phase out the use.
- Dust abatement options – discussion of using Lignin. A southern Oregon grower is using a pine resin-based solution and will provide Chris S. with more information on that product to share with other regions.



June 5, 2013 | 11 am-3 pm | Umpqua Community College

- Cutworms have been recognized in regions. Stirling Fox (not present) noticed two types of them. Quantification would be useful to decide how big of an issue this becoming.
- Chris Lake observes that a value-add would be to have regional updated information for technical issues. Chris Serra has in the past held calls for this reason that no one responded too. Chris Lake notices logistical challenges to this type of community outreach that doesn't overlap what the universities are doing, but does provide value to LIVE members. The key is to differentiate between extension efforts. Chad Vargas stated that the technical committees should continue to brainstorm for value-add benefits of membership such regional communication tools for grower technical issues.

Inspections have all been assigned. Rebecca Sweet (LIVE inspector) has moved back to Corvallis from California and would like to increase her participation conducting LIVE inspections. Some inspectors have increased their fees based on inflation of costs, by a minimum of 10% of their previous fees.

- **Winery Technical Committee report** presented by **Don Crank/LIVE staff**
Winery technical committee update provided by Abby Cullinan. The winery program is moving out of administration of 2012 inspections and into recruitment for 2013. Generally most operations have gone smoothly and there has been an increase of inspector fees by the ODA.
- The transition to incorporate CRC into the winery program is the largest current winery program challenge. Staff are actively engaged in recruitment of CRC-only wineries into the LIVE winery program.

Abby Cullinan ran winery data of materials use through Kate Knox's (contract environmental scientist) tool created to evaluate each material. The tool has information about each material's environmental impact. Anecdotal information demonstrates that winemakers are making some choices on how much materials they are using once they evaluate them. An addition to the tool would be to not only measure the amount of materials being used, but the total environmental impact to provide members with a statement of data that would be valuable provide information for decisions of use and that LIVE can use for a value-add of how much of these less desirable materials have been reduced. The tool methodology is



June 5, 2013 | 11 am-3 pm | Umpqua Community College

limited to the scope of work that was able to be provided with the information afforded to generate the tool, but it acts as a starting point to measure and evaluate certain materials.

Ed Fus asks about how to manage a facility that is not used as a winery 100% at all times. Ed would like to define what constitutes a winery for future discussion of how to incorporate all sizes of wineries. Staff will discuss.

- **Financial report** presented by **Chris Serra**

LIVE will be under budget with revenue and expense. LIVE did not win the Idaho (ISDA) grant.

- Oregon Wine Board: \$10,600 awarded earmarked for marketing. LIVE is seeking a match of \$10,600 for the same reason.
- Estimated cash at end of year of \$30,000 at the end of year, not including additional potential new winery members.

Seeking an additional source, either member recruitment or grants to make up necessary operational revenue. Chris suggests a conversation take place if bridge funding is necessary to fill the gap between the next billing cycle.

Dues Increase 2014 Discussion presented by **Chris Serra**

At the last board meeting: Discussion among board noted that development of relationships with marketing organizations and quantification of impact/value were important first steps. General consensus among current board members for next board to consider dues increase.

- Winery certification has to operate from dues and grants until the program has between 100-120 winery members.
- Ed Fus wants to see a total number of how many members total are projected to be needed for LIVE to meet its costs. He stated that we should build a "wish list" budget and goals (aspirations) to bring more information to the discussion so that LIVE can have a strategic plan of how to remain funded.
- Mimi Casteel and Jason Tosch comment that the suggested increase seems like it could be higher, and to discuss the increase not in terms of a percentage increase. Chad Vargas suggests defending an increase in member fees through discussions of the value proposition

LIVE Board Meeting Minutes



June 5, 2013 | 11 am-3 pm | Umpqua Community College

LIVE is generating through new marketing efforts. Chad wants to see what the breakdown is of vineyard size to add information to the conversation of dues increase and how much it would realistically represent.

Chris Serra - Dues have not been raised in six years. Chris has created a tool online to forecast a dues increase and membership increase. He demonstrated budget outcomes by mixing varied criteria to accomplish a total financial goal.

Barbara Bond – Dues increases are meaningful in different increments to the various sizes of potential and current members. A dues increase should be part of an overall strategic plan that includes other program areas. Specifically, the connection between the dues to what LIVE offers members seems like it's not in sync or strategically planned out. An idea is to ask for three-years or so of member fees in advance to create a bank of money toward a marketing plan.

Mimi Casteel – If a value proposition for marketing benefits of LIVE membership is not included in the discussion of an increase in dues then new and current members may not see the value of membership. Return on investment should be demonstrated to keep and recruit members. Why do members want to be LIVE certified? Explore the reasons for membership and use them to increase membership and / or justification for a dues increase to current members.

Abby Cullinan - Logistics: 30 days is the minimum notice of dues increase.

Another working idea is to secure funding through corporate sponsorship, which as being worked on by LIVE staff in the past year. Newest members have joined under the current fee structure and subsidies. It's possible that some of the newer members would be upset by a dues increase so quickly after joining.

Chad Vargas – Consider the issue of dues increase separate from any discussion of marketing funds and instead sustaining LIVE operations as the primary goal to increase dues.

Next discussion of dues increase will be in September.

LIVE Board Meeting Minutes



June 5, 2013 | 11 am-3 pm | Umpqua Community College

- **Marketing Discussion** presented by **Abby Cullinan**

Chris Serra began the discussion by stating that LIVE staff defines marketing in terms of *branding* LIVE and its philosophy, not the marketing of wine or brands. LIVE's focus is educating buyers and retailers. See docket for recent activities.

Board members such as Jason Tosch have been involved with distributor trainings that have been successful to bring value to LIVE's brand when they present their portfolios to clients.

Staff has created a best practices document for marketing. The committee will provide feedback on the document.

With the dissolution of OCSW, staff suggest not including any other qualifiers to LIVE branding as a means to appease OCSW members, and instead keep the branding as "certified sustainable" for the most clear and simple brand of LIVE.

Chad Vargas stated that LIVE staff should not be spending time solving OWB/OCSW issues.

Chris Serra is asking for the board's general agreement of his direction to maintain the LIVE branding as it is and not incorporate OCSW language, which in his opinion is not the most appropriate direction for LIVE.

LIVE did apply for a trademark on "Northwest Certified Sustainable Wine" for future use if needed.

In the last LIVE board meeting a motion was made to allow the possibility of the LIVE logo to include the phrase "Oregon Certified Sustainable Wine" under certain conditions. While this motion was approved, Chris Serra suggested LIVE does not follow this direction and retain current branding.

Chad Vargas motioned to preserve the LIVE logo and branded materials as they are currently. Ed Fus seconded the motion. Motion carried unanimously.

- **Partner Updates**

Salmon-Safe provided by Chris Serra. The Walla Walla marketing group Vinea has some members who want to be Salmon-Safe only in the vineyard. Dan Kent (not present) agrees that partnership should be preserved and not into two tracks (one Salmon-Safe only, one

LIVE Board Meeting Minutes



June 5, 2013 | 11 am-3 pm | Umpqua Community College

status quo Salmon-Safe+LIVE). The heart of the Walla Walla growers issue is the 5% ecological compensation area (ECA) standard and their ability to meet it. Salmon-Safe has the same requirement but its writing leaves room for interpretation. The two programs need to harmonize their ECA standards in conjunction with tech committees. LIVE and Salmon-Safe will deliver to WW growers many possible solutions to the 5% to meet both programs' requirements. LIVE and Salmon-Safe have affirmed partnership and not separate it.

There are some other issues to be resolved – some vineyards that predate the existence of LIVE are Salmon Safe only that Walla Walla growers know about – inconsistency is an issue. BC also has a few Salmon-Safe only vineyards. Dan stated that this is different because they are in another country and not managed through watershed partners, etc. – different model.

Chris 5% issue not confined to Walla Walla.

Next Meeting. Special meeting for dues increase discussion proposed for Thursday, September 5th at 11:00 AM, at Anne Amie Vineyards in Carlton.

Save-the-date

Distributor and retailer meeting: Monday, September 16th, 6:00 PM, EcoTrust

Adjournment. Chad Vargas adjourned the meeting at approximately 2:30 pm.

LIVE Board Meeting Minutes

September 5, 2013 | 11 am-1 pm | Anne Amie Vineyards, Carlton, OR



Attendance:

- **Board Attending:** Jason Tosch, Chad Vargas, Don Crank, Bill Hanson, Mimi Casteel, Barb Bond.
- Ed Fus, Chris Lake, Kevin Corliss (via phone).
- **Board Not Attending:** Dan Kent, Vicky Scharlau, Tom Danowski.
- **Staff Attending:** Chris Serra, Abby Cullinan.
- **Guests Attending:** Jackson Holstein, Allen Holstein.

Call to Order: Bill Hanson called the meeting to order at 11:09 am.

Minute Approval: Jason Tosch motioned to approve the minutes from the June board meeting. Mimi Casteel seconded the motion. Motion carried.

Reports:

Membership Update. Chris Serra reported the departure of a number of vineyards from the program, for various reasons. These included discussion in Walla Walla of pursuing Salmon-Safe-only certification and some misunderstanding about the ecological compensation area requirements. It appeared that Walla Walla members believed the Salmon-Safe ECA requirement was different from LIVE's and easier to meet. LIVE and Salmon-Safe affirmed their partnership and the alignment of ecological compensation area goals/standards with a letter to the Vine board. The year also saw some new members, and some growers on the fence with joining (notably, some Ste. Michelle suppliers).

Program Activities Update. Chris Serra and Abby Cullinan reported on vineyard and winery program activities completed since the last meeting.

- Michele Martin and Abby completed travel to Seattle, where they had distributor and retailer meetings. The information about LIVE and its efforts to develop tools for using certification in the sales channel was well received. Chris noted the possibility of holding a LIVE event in Seattle in the future.
- The branding committee had its first meeting in June and gave LIVE helpful guidance.



- LIVE was awarded a grant of remaining funds from OCSW in July. These funds will support LIVE's education of wine buyers/branding activities.
- Chris presented as part of the Winerywise sessions in Washington in July.
- LIVE distributed print materials at IPNC in July, and Chris was present for one of the events. More involvement in IPNC 2014 is planned.
- Chris authored a piece for the Oregon Wine Press's August "green" issue
- Chris participated in an OWB-hosted event on Mount Hood in August, discussing LIVE with Japanese wine buyers. The buyers were really interested, and had an in depth discussion.
- LIVE is organizing a trade tasting at Ecotrust on September 16 – 25 wineries and 100-150 attendees. Collateral will be distributed in connection with the event.

Ed Fus noted that the 2014 Oregon Pinot Camp is scheduled for June 28-July 1. LIVE staff will reach up to Sue Horstmann again and continue efforts to standardize how the wineries talk about LIVE.

Vineyard Certification Update. Chris Serra reported that the vineyard certification process was proceeding smoothly. A few non-compliant pesticide applications had occurred with members. Chris reviewed for the board the allowance policy for long term members (*see Appendix 3 of IOBC's Integrated Production - Principles and Technical Guidelines – 3rd edition under "Accidents and unforeseen problems"*).

Vineyard Technical Committee Update. Jason Tosch updated the board on technical discussions related to the vineyard program, including the issue of neonicotinoid use.

Jason noted that discussions of colony collapse at national and international levels involve neonicotinoids, and that they are available (with restrictions) to Region II growers. They must demonstrate that green controls were ineffective and only apply with drip system. Neonics are allowed as a control of leafhopper. Other options are foliar-applied and have their own safety concerns.

Jason noted that this is both a technical issue and an issue of LIVE protecting its reputation. The board discussed recent episodes of neonicotinoid misuse in the news. Kevin Corliss



stated that neonics are a common control, and that Movento works, but in a different way. Chris Serra noted that the board might consider underlying principles of technical committee's evaluation process.

Kevin Corliss described an approach for the board to consider. He noted that LIVE is a science-based program, and LIVE could request a review of growers' use pattern by a university and get its assessment. Mimi Casteel noted that LIVE would have to have a way to handle the public relations aspect of these issues. General discussion among board members pointed to developing the internal, technical resources in this area as well as external messaging. Jason Tosch suggested that the technical committee draft a statement summarizing scientific information, with some others' help needed with language.

Chad Vargas noted that allowing technical decisions to be swayed by public opinion is inconsistent with LIVE's principles.

Additional suggestions from the discussion included the following.

- Chris Serra suggested additional context added to the LIVE pesticide list, as a sort of preamble, discussing the technical evaluation process. Process to come into being. Internal awareness, but not external.
- Jason Tosch noted the need to confirm IOBC's current position on neonicotinoids.
- Barb Bond noted the option of further research collaboration with Oregon State University, or another research university.
- Allen Holstein suggested a steady pace in approach the issue, use of inspectors to document patterns among growers, and more environmentalist involvement on the technical committee.

Winery Certification Update. Abby Cullinan reported that the winery certification process continued, with some of the later enrolling wineries still completing their inspections and reporting. Abby noted the winery standards suggestion from Chris to consider setting goals for per case energy and water use, etc., and support from Laird Norton that could help the program take an energy/climate change focus for 2014. Don Crank pointed out the complexity of setting energy and water goals, given some of the complexity of the data that is collected. Don also noted positive feedback on marketing activities. Abby suggested that LIVE's research collaboration efforts could include follow up from the April 2013



presentation by Roger Boulton, to determine needed concentration of sanitizers, etc. with a focus on wine-specific microorganisms. Allen Holstein added the importance of the funding discussion with regards to the winery program.

Financial Update/2014 Dues Increase. Chris Serra reviewed grants awarded to LIVE and the issue of continuing its current programs with a significant decrease in grant funds. Chris presented financial information, a 2014 budget, and dues increase scenarios. Chris noted planned inspection fee changes. Jason Tosch stated support for LIVE raising dues, but not outpricing itself in the certification market. Discussion among board members indicated general support for a dues increase to continue programs, along with consideration for the smallest operations and efforts to highlight benefits of the program to members. The board generally agreed that the winery program fees would have to increase, especially on the larger wineries. Board discussion produced the following suggested winery annual dues changes.

- \$200 for wineries making less than 2,000 cases per year
- \$1000 for wineries making 2,000 to less than 10,000 cases per year
- \$1750 for wineries making 10,000 to less than 50,000 cases per year
- \$5000 for wineries making 50,000 cases or more per year

Don Crank motioned to accept the dues increase/structure, with a final decision on winery dues to be made in January pending feedback from members. Jason Tosch seconded the motion. Motion carried.

Bill Hanson motioned to increase vineyard dues to \$300 per vineyard plus \$3 for each acre over 20. Mimi Casteel seconded the motion. Motion carried.

Mimi Casteel motioned to approve the 2014 budget. Don Crank seconded the motion. Motion carried.

Kevin Corliss left the conference call at 12:22 pm.

Ed Fus left the conference call at 1 pm.

LIVE Board Meeting Minutes

September 5, 2013 | 11 am-1 pm | Anne Amie Vineyards, Carlton, OR



Next Meeting: The next board meeting to occur sometime in the January 7-9, 2014 time period. Chris Serra stated that specific dates for this and other future board/technical meetings would be determined after polling board.

Adjournment: Bill Hanson adjourned the meeting at 1:40 pm.