



LIVE Annual Meeting - Board Meeting Minutes

Zoom Webinar

March 21, 2024

9-11am

ATTENDANCE

Board Attending: Luisa Ponzi (outgoing Chair); Bruce Sonnen (Secretary, incoming Chair); Leigh Bartholomew (Treasurer, outgoing Vineyard Certification Officer); Katherine Cole (incoming Secretary); Leti Catoira (incoming Vineyard Certification Officer); Herb Quady (Winery Certification Officer); Sandra Taylor; Cheney Vidrine; Phil Cline; Dan Kent (Salmon-Safe, ex-officio); David DeWitt (OWB, ex-officio on behalf of Tom Danowski)

Guests Attending: Cody Wilson, Bee Friendly Farming

Staff Attending: Chris Serra (Executive Director); Isabelle Tobe (Communications Coordinator)

BOARD MEETING NOTES

Luisa Ponzi called the meeting to order at 9:02 am.

2023 Annual Meeting minutes were sent via email 30 days prior to the event. These were reviewed, no comments or corrections were proposed. Ponzi approved without objection by unanimous consent.

Opening greeting and Board Election

- Luisa Ponzi greeted all and thanked everyone for attending
- Ponzi presented a list of board members up for re-election: Bruce Sonnen, Herb Quady, Sandra Taylor, Cheney Vidrine. She then presented a list of board members up for new election: Leti Catoira, board midterm appointment to fill vacancy and Katherine Cole, elected by special election in 2023.
- Ballots were sent out via email 30 days prior to the meeting. Write-ins were allowed as well. There were two write-ins Chad Vargas and Ryan Wilkinson each received one vote.
- Ballots were cast by the membership via email and were accepted up to 12 hours before the start of this meeting. Bruce Sonnen, Herb Quady, Sandra Taylor, and Cheney Vidrine were all re-elected.

Financial Report

Chris Serra presented the Financial Report

FY 2023 actual

- Revenue \$306,380
- Expenses \$306,169
- Net \$211
- Cash on Hand \$210,465

FY 2024 projections

- Projected Revenue \$293,594



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- Projected Expenses \$293,419
- Projected Net \$85
- Outlook looks positive for next year

Membership Report

Bruce Sonnen presented the Membership Report

- Current enrollment is 329 vineyards and 33 wineries
- 304 vineyards Oregon
- 23 vineyards Washington and Idaho
- Listed a breakdown by AVA
- 12,589 vineyard acres certified; 28,818 total farm acres; 7,479 acres of biodiversity
- 2.4 million cases of wine in LIVE certified wineries; 565,000 cases of wine qualify for the LIVE Certified Wine logo

LIVE Organization updates and Outreach

Serra presented organizational updates

- IOBC certification for 24th consecutive year
- LIVE will attend the US Sustainable Winegrowing Summit April 30-May1 in Lodi, CA
- LIVE Plus certification announced and will be available for 2024

Communications Update

Isabelle Tobe presented a communications update

- Partnership with Growing Oaks which was started with Willamette University. Acorn hubs were established to collect acorns for planting in a nursery for growth. So far, 40,000+ acorns collected, 1500+ planted, 200 – 1.5 year old saplings available for donation. Left Coast Cellars is providing greenhouse space and planting beds to grow the acorns into trees.
- Tasting room trainings – reminded members that we are available to train tasting room staff for. We also have new marketing brochures and other materials.
- Created a retail marketing campaign – Newberg Fred Meyers was the pilot store. We had an in-store LIVE tasting, small round stickers for shelf signage, shelf blade talkers.
- Social Media – we are keeping LinkedIn, Facebook, Instagram up to date for future events, educational components, industry collaborations.
- Creating a series of website walk through videos that show how to use the site to report
- Working on creating a LIVE Partner in Sustainable Winegrowing program – benefits/discounts for LIVE members.

Vineyard Tech Update



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Leigh Bartholomew gave the Vineyard Tech Update

- Bartholomew, outgoing Vineyard Certification Officer, will be succeeded by Leti Catoira
- Catoira will oversee the work of the chairs of the three regional committees: Julie Tarara – Eastern WA/OR/ID, Peter Ebers, Willamette Valley, Alan O’Neal Southern OR.
- Each Tech Chair gave a recap of the growing year and challenges they faced during the 2023 growing season
- Tech updates and changes to the LIVE Vineyard Checklist and Yellow List were published March 18.
- Newly listed chemistry for Botrytis was approved – Thymol/Geraniol/Eugenol (Mevalone)
- Reminder that growers can use other trade named products as long as the active ingredient is the same
- Reminder that EPA-exempt products are allowed
- Minor changes for clearer explanations of three checklist items

Winery Tech update

Cheney Vidrine presented the Winery Tech Updated

- Cheney Vidrine will be heading up the Winery Tech Committee
- Reminder given about recycling hubs
 - still only taking #4 plastics i.e.: shrink-wrap, clear bubble wrap, clean.
 - Current hub locations: Domaine Drouhin, Elk Cove, JFW-Mac, Left Coast, Union Wine Co, and Willamette Valley Vineyards in Willamette Valley. Herb Quady in Southern Oregon.
 - Agri-plas in Brooks takes other plastics as well, call in advance 503-390-2381
- No new standards updates from the Winery Tech Committee

Social Sustainability

Sandra Taylor presented a Social Sustainability update

- Faculty-led group performed literature review of best practices across multiple certifications and standards and presented LIVE with an appropriate set of recommendations for our membership
- There are 13 areas of focus. Checklist is being finalized for members to use and self evaluate.

!Salud; Update

Leda Garside presented a !Salud; Update

- 83 clinic days held, 2733 encounters



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- Services provided include medical referrals, dental exams, vision exams, vaccinations, case management, health navigation, medical equipment monitors distributed, language services, social services, financial assistance, mobile mental health.
- New mobile unit has been purchased and is looking to be delivered soon
- Exploring additional vaccinations services, service expansion to Columbia Gorge

PARTNER UPDATES

Salmon Safe update

Dan Kent presented a Salmon Safe update

- Unveiled an updated logo
- Farm standard updates are working to be finalized in 2024
- Salmon Safe Hero of Salmon award given on day two tomorrow

Oregon Wine Board

David DeWitt presented an OWB update

- New OWB Executive Director Gina Bianco. New OWB Communication Director position
- Commented on the #pairitforward event on social media that is gaining a lot of traction.
- Shared information on the Resource studio, the new Oregon Wine Touring Guide, and a recap of the Oregon Wine Symposium
- Events coming up – Oregon Wine Month in May and industry grant opportunities

Bee Friendly Farming

Cody Wilson presented a Bee Friendly Farming update

- In 2022 LIVE partnered with Bee Friendly Farming (BFF) and added new checklist items concerning pollinator protections
- LIVE certified vineyards are now Bee Friendly Farming certified
- 696 total BFF growers
- 375,036 acres certified, 89618 acres of pollinator forage and habitat
- Working with five LIVE growers to create site plans for Monarch Wings Across America

LIVE awards will be presented on day two tomorrow.

Ponzi adjourned the meeting at 10:40am without objection by unanimous consent.