

LIVE Annual Meeting

The Allison Inn & Spa | Newberg, OR

April 7th, 2015

9:05 am -10:10 am



BOARD AND STAFF ATTENDANCE

Board: Don Crank, Mimi Casteel, Kevin Corliss, Chris Lake, Jason Tosch, Chad Vargas, Barb Bond, Moya Shatz Dolsby, Dan Kent | *Staff:* Chris Serra, Abby Cullinan.

MINUTES

Chad Vargas called meeting to order at 9:05 am. Vargas then introduced the staff and board of directors.

Chad Vargas asked for a motion to approve the 2014 LIVE Annual Meeting draft minutes. A LIVE member from the floor motioned to approve the minutes. Another LIVE member from the floor seconded the motion. Unanimously passed.

Board Elections

Chad Vargas presented the ballot for the election of the board of directors. Vargas then opened the floor for nominations. There were no nominations from the floor. The ballot as presented to the LIVE membership for a vote: Barb Bond (Bois Joli), Mimi Casteel (Bethel Heights Vineyard), Kevin Corliss (Ste Michelle Wine Estates), Don Crank (Willamette Valley Vineyards), Chris Lake (Southern Oregon Wine Institute).

Financial Report

Chris Serra gave the Financial Report.

- Serra showed that there was a loss projected at the beginning of 2014 of over \$15,000, but in fact LIVE broke even.
- Serra further showed that there is a large loss projected for 2015 due to the expiration of grant funding that was paying for the Winery Certification Manager position. This loss will be mitigated to the greatest extent possible by development of supporters, careful expense planning, grant writing, and new member recruitment.
- Serra showed a breakdown of the income and expenses by percentage.

Membership Report

Mimi Casteel gave the Membership Report

- Vineyards: 262 Oregon,, 27 Washington, and 2 Idaho
- Wineries: 34 Oregon, 5 Washington

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- Casteel said that we are working on building membership through some marketing initiatives that will be spoken about during the Annual Meeting

Awards

Mimi Casteel gave the *Award for Excellence in Sustainability* to Bill Wendover at Stonefield Vineyard and Kevin Green at Apolloni Vineyard.

Certification and Education

Chad Vargas explained that LIVE voted to formally separate certification and education activities in order to more clearly meet these two separate goals of LIVE. Vargas showed the newly formed education committee of Barb Bond, Chris Lake, and Chris Serra

Education: Barb Bond presented the vision and activity of the education program. Bond showed the upcoming field day with Oregon Wine Research Institute, upcoming grant proposals.

Vargas explained that Abby Cullinan's title has changed to Certification Director and will allow Chris Serra to focus on development and education.

Certification: Abby Cullinan, Don Crank, and Jason Tosch gave updates to the certification standards activity.

- Cullinan encouraged regional participation through the technical committees and introduced the chairs from each committee. Sadie Drury from Walla Walla, Geoff Hall from the Willamette Valley, Daniel Sweeney from Southern Oregon (not present), and Joe Wright who is the Winery Tech Chair.
- Cullinan explained the new fast-track concept for vineyards
- Don Crank (outgoing Winery Tech Chair) gave updates on the various efforts of the winery program, including marketing and educational efforts, compliance resources such as an updated Greenhouse Gas Workbook, and recycling resources.
- Jason Tosch gave an update on the activities of the vineyard certification program, including new checklist items, chemistries that are being disallowed and newly allowed, new approaches to social aspect of sustainability, and about new approaches to evaluating pesticide risk through the PRiME tool.

Partner Updates

Salmon Safe: Dan Kent spoke about new Salmon-Safe joint certification with Demeter Biodynamic. Kent then introduced Anna Huttel who is the new Salmon-Safe Certification

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Manager. Kent then gave the *Hero of Salmon Award* to Craig and Gabrielle Keeler of Keeler Estate Vineyard.

Vinea: Chris Serra read a statement from Vinea about their new effort to create a valley wide certification for all agriculture called Walla Walla Valley Certified Sustainable.

Idaho Wine Commission: Moya Shatz Dolsby gave an update about the activities of the industry in Idaho including applications for new AVAs.

Oregon Wine Board and Oregon Winegrowers Association: Chris Serra gave an update on the positive partnership between LIVE and OWA/OWB.

Board Election Results

All board members who were on the ballot were re-elected

Chad Vargas adjourned the meeting at 10:10am.