

Marketing Committee Meeting Proposed Agenda

Monday, January 12, 2009, 6th Street Bistro Downstairs– 5:00 – 7:00 PM – Attending: Sierra Wright, Marie Cordell, Rob McCormick, Joel Goodwillie, Juliet Pouillon, Pat Graham, Heather Staten, Jamal Badrieh – Hood River Chamber, Jim & Penny Rutledge & Autumn Woods – staff.

- 1) New Business: Presentation by Mary Guess, Travelhost Magazine (5:00 – 5:15) – Hotel Room distribution, contracts with hotels for distribution. Ads also have editorial tie-in. Currently year-round 4 page spread for Willamette Valley. Printing of 22K every 2 months, but readership is estimated at 175K/month. Also distributes to Pioneer Square, Travel Portland & relocating services. Autumn to follow-up on pricing Also – get media kit from competing hard-bound book.
- 2) Ongoing Business:
 - a) Passport Weekend – Date – March 27-29, review budget, review passport program (how it works), advertising schedule, production schedule, passports for sale 2/13?
 - i) Passport must be passport sized with traditional passport look – blue cover, etc. which will be much closer to projected budget of \$2K. Look at 32, 40 & 48 pages. Recruit sponsoring associate members to have offers in the back of passport.
 - ii) Listings – alphabetical, logo or label with hours (push for standard hours of 11-6) and a highlight of World Wine Region represented for each winery.
 - iii) Map to be printed on inside centerfold.
 - iv) 2 Passports to be given to each associate member for use or as giveaways, as well as 2 to each winery/vineyard.
 - b) Portland Tasting – March 23rd 2-5 trade & 5-8 public, \$25 ticket includes passport. Review advertising schedule and program specifics
 - i) On track for ads, committee fine with changes to time.
 - ii) When to have TV coverage – around 1st of march. Filmed on location is preferred to in studio. Perhaps also week before PDX tasting.
 - c) Valentine's/Presidents' Day Weekend – review theme, advertising schedule – Autumn circulated mock-up ad based on current ad campaign... change “casual tasting rooms” to “intimate tasting rooms”.
 - d) Website – Starting Winter/Spring Term – need categories for searchable data base – Marie, Sierra & Joel to work on list & get to Autumn.
 - e) Wine Association Meetings – WAWGG – Feb 4th – 6th (possible AVA tasting on 2/4 that would require samples from members) & OWS Feb 23-25th. Autumn presenting CGW activities to CRGVA on 1/28.
 - f) Membership Recruitment – Campaign started January 6th – 5 renewals currently in. Ongoing.
 - g) Portland Hotel Concierge Program – develop target list & program – Target dates of Feb 16th – March 15th to visit concierges.
 - h) Map renewals/reprint – cost to reprint current map – Autumn presented costs to reprint map at current size, increasing production by 25K to 100K. approximate cost \$15,100.
 - i) Discussion of Map Size & current layout – the difficulty of use arises from the unfolding to reveal the map. Tasting room visitors open & only see brochure info. We will look at reformatting current piece with map on the immediate inside (no unfolding) with winery names, hours & contact info. Descriptions and Associate listings will be on inside fold.
 - ii) OTHER IDEAS – Map has 2 different uses – one as brochure & info & one as just a map. The marketing committee would like to look into researching a second padded map, identical in branding to the CGW map, that would be underwritten by local county agencies... this would reduce the number of brochure maps produced, possibly, or allow for increased distribution.
 - i) Schedule Next Meeting - Monday February 9th 4:00 PM at North Shore Wine Cellars, Bingen, WA.