

Marketing Committee Meeting Minutes  
Monday, June 16<sup>th</sup>, 5:30  
Cousins Country, Room B, 2114 W 6<sup>th</sup> Street, The Dalles

Attending: Dennis Beeks, Jody Ensminger, Sierra Wright, Jack Hay, David Barringer, Joel Goodwillie, Heather Staten & CGW staff, Autumn Woods. – thanks to the staff at Cousin's for their hospitality.

*Comments from 6/16 meeting follow in red, below*

1) Old Business:

- a) Celebration Update –
  - a. Follow-up with CenterPointe Bank; - *suggested by members to approach banks & businesses that CGW does trade with, proposal had been sent to Riverview Community bank with a decline. As of this meeting, 4 tables had been sold. Celebration committee still seeking sponsorships.*
  - b. Trade hour proposed for media &/or Retailers. – *put to participants of Celebration*
- b) Memorial Day Advertising Review – *Rob McCormick submitted an outline for future ads, Board thought that the direction presented was fitting the business plan and that creative work be opened up to designers to bid on. Heather Staten stated that the membership needs more lead-time on the HR News pull-out for Memorial Day & with direction from CGW, could add more content. Could it also be distributed in TD Chronicle.*
- c) Portland Targeted PR Program – Add Mt. Adams & TD Chambers
- d) Concierge Book – Add visual time chart, larger text – *Cork binders have been ordered through MCEDD funding.*
- e) Media Kit – need CD that will work for macs – *email list of sent kits to board & marketing committee.*
- f) Booth Display graphics – photos, images to tie in to ads – *see b) above*
- g) Trade Show/Festival Participation Suggestions – canvass membership – *Only 1 member responded with list of recommended events: Taste Washington Seattle, Taste Washington Spokane & Northwest Food & Wine Festival – Portland. The Board included these 3 events in budget for 2008-09.*
- h) Local Events Calendar – canvass membership & local Chambers – *Members should be asked to give recommendations for good events to get involved. Sierra Wright stated that some events have limited and invitation only participation.*
- i) Wine Radio Show Status – KACI doing wine show (syndicated?) – *Jack Hay suggested speaking with Gary Grossman about wine programming.*
- j) Establish Copy and design for future ad campaigns –
  - a. Discussion of ads – more lead-time has to be given for input on copy & design before ad deadlines. Rob McCormick volunteered to work on overall ideas for copy. With Marketing Budget & buy-in advance for ads, CGW should have new ad campaign that will translate into images to use for other marketing materials.
- k) Presentation by John Hardham, Light Wave Communications – Video Production \* Will present at beginning at meeting \* 20 minutes allotted –
  - a. Penny & Jim did a spot for cable and had great results with John.
  - b. Could video element be worked into new website design
  - c. Or funded with grants

2) New Business

a) Joel Goodwillie brought up confusion from customers with “George” Washington. Seems to be an issue with folks in Seattle. Some comments that people outside the Northwest are confused as well. How does the association re-educate? East of Portland/Vancouver, in the Scenic Area of Columbia Gorge, possibly small map with region on touring map. – *Continued discussion that issue might be bigger problem in WA & Seattle markets. Should CGW tie-in with Lewis & Clark? Mention Cascades? Need to reinforce “an hour east of Portland”*

b) Should Marketing Committee/Board officially support or endorse events for participation? Need to get feedback from more members on events that CGW should participate in to create stronger presence. *see g) above...*

c) Map Participation guidelines for 2009? – *Issue of wineries on the current map, but not actually open at location depicted or tasting rooms not open hours stated. Jody Ensminger suggested checking bylaws to see if they required open for designated hours as a requirement for being on the map. There was some general discussion at beginning of meeting of the design of the current map being hard to keep in stock (due to size) and that CGW did not participate on Klickitat County map.*

d) *New Business: Joel Goodwillie brought up the need for tasting rooms to share information: 1) Where are customers coming from, 2) how did they hear about tasting room, 3) average purchase in order to make sure that marketing efforts are hitting the correct customers.*

e) *New Business: Jody Ensminger had visiting chef from Gig Harbor come to visit Celilo vineyards and other wineries. As meeting adjourned, we learned from Cousins Staff that a European wine writer had been staying at Cousins Inn & touring locally. This brought up the issue that this kind of news needs to be disseminated to CGW staff to maximize exposure for entire region and capitalize on marketing opportunities.*

Meeting Adjourned at 6:41.