

Marketing Committee Meeting Agenda - MINUTES
Wednesday July 30, 6:30 PM
McCormick Family Vineyards

Thanks to Rob for hosting! Attending: Rob McCormick, Juliet Pouillon, Jim & Penny Rutledge, David Barringer, Thayne Cockrum, Terrence & Evelyn Atkins, CGW staff: Autumn Woods

1) Old Business:

a) Celebration Update –

Participants

Media-Trade Hour invites - *Input for Media contacts including local & regional governments, economic development groups, Nicole Jones, all Wine Press NW editors.*

b) Trade Show/Festival Participation Suggestions – Board included \$1250 for trade show registration in budget: NW Food & Wine Show (November), Taste WA – Seattle, Taste WA – Spokane and Portland Beer & Wine Festival – *Suggestion to send list to membership, Taste Wa Spokane might not be effective.*

c) 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” – *Issue to be addressed with insert on map & website, and reinforcing “1 hour east of Portland/Vancouver” message.*

d) 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. – *The map is always an issue for discussion, as the current design was developed by committee to address the growth of the organization.*

e) 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. – *POS systems should be able to track information; an informal survey can also be developed.*

f) Maximize opportunities when press is visiting... *Provide Media kits,*

2) New Business

- a. Labor Day Ads – *Reviewed proposed ad – made copy changes to “less than 60 minutes” – need to find more photos of people enjoying the CG wine growing region.*
- b. Marketing Budget – *reviewed – to submit to membership.*
- c. Travel Oregon Opportunity – *Project needs to be NEW not an enhancement to current program. Suggestions: Passport Weekend, billboards, TV advertising.*
- d. Unallocated Marketing Funds in Budget (\$3699) – *Board has suggested looking at PDX airport advertising – possibly partnered with another interest (i.e. real estate, etc) Another suggestion is the “Road Show” taking the CGW to Portland. Radio show on KACI*
- e. *Wine Ambassador Program – need to utilize the “wine groupies” that are interested and develop program. The Rutledges will share the names they have & Autumn will contact for the Celebration.*