

**OREGON WINE BOARD
MEETING MINUTES
MARCH 9, 2010
ASHLAND, OR**

Attendees: Sam Tannahill (Chair), Kara Olmo (Chair Emeritus), David Adelsheim (Vice Chair), Tim Kennedy (Treasurer), David Beck, Michael Donovan, Leigh Bartholomew, Harry Peterson-Nedry (via phone)

Absent: Terry Brandborg

Guests: Gary Conkling, CFM

Staff: Hannelore Buckenmeyer, Lavonda Driskell, Stephany Boettner (via phone), Annie Cocchia (via phone), Katie Bray (via phone), Colu Henry (via phone)

Call to Order

Tannahill called the OWB meeting to order at 10:26 am.

Minutes Approval

Beck moved, Donovan seconded that the Board approve the minutes from the January 12, 2010 OWB meeting. Adelsheim abstained. Motion passed.

Action Items

Buckenmeyer reviewed actions items with Board. Adelsheim and Peterson-Nedry will explore interest of distributor event with Washington wineries and report at the May Board meeting.

Refine plan and budget

Buckenmeyer reviewed strategic plan for Board approval beginning with marketing metrics. Tannahill requested marketing strategy reflect benchmarks going forward to enable the means to measure the success of our programs. The Board needs to communicate to our constituents indicators of how well we're doing. Buckenmeyer noted the survey in 2010 will ask the same questions as 2009 to allow like comparisons. Tannahill agreed to review survey questions with staff prior to next initiative. Board edited the category marketing strategy to read "Increase the percentage of High Frequency High End (HFHE) consumers who perceive Oregon wine as high quality and enable the increased purchase of our wines."

Adelsheim moved, Donovan seconded that we approve the FY2010-2011 strategic plan and budget as amended at today's meeting. Motion passed unanimously.

'10-'11 Research proposal

Cocchia reviewed the list of identified research projects selected by the Research Committee for Board approval. Bray noted any excess monies could be kept for urgent solutions. Beck updated the Board on the decisions supporting the projects selected and asked the Board to approve.

Beck moved that the Board accepts the research committee's recommendations to fund proposal numbers 2010-609, -853, -687, -986, -974, -972, -179 and -1021 as part of the Unified grant process. Adelsheim seconded. Motion passed unanimously.

Donovan moved any excess funds up to \$245,000 remaining after the Unified grant process go back to urgent solutions or for potential funding of revised projects. Bartholomew seconded. Motion passed unanimously.

Beck moved Board expresses its intent to fund project numbers 2010-979, -967, and -984 outside the Unified grant process pending discussion of project goals and objectives with the investigators. Adelsheim seconded. Motion passed unanimously.

Marketing tax credit

Buckenmeyer provided the Board with an overview of the Qualified Marketing Activity Tax Credit citing statute language for ORS 473.047 Marketing activity tax credit rules. Conkling explained the intention of the tax credit was not to permit individual wineries selling wine by label, but to promote consumption of wine. Following further discussion, the Board agreed the language was confusing and difficult to interpret. At this time, no further action will be taken.

Review marketing, research and education metrics

Board agreed to defer the metrics discussion to a later Board meeting.

Tannahill recessed OWB meeting at 1:55 pm to hold an Executive Session under ORS192.660(2)(a) to hold discussions regarding employment of public officers, employees and agents. Under this provision only the Board and press are allowed to participate. Staff was excused.

Tannahill reconvened the OWB meeting 3:41 pm.

Tannahill adjourned the OWB meeting at 3:42 pm.