

**OREGON WINE BOARD  
MEETING MINUTES  
NOVEMBER 2, 2010  
DUNDEE, OR**

**Attendees:** Sam Tannahill (Chair), David Adelsheim (Vice Chair), Leigh Bartholomew, David Beck, Harry Peterson-Nedry.  
Via Phone: Kara Olmo (Chair Emeritus), Terry Brandborg, Michael Donovan

**Absent:** Tim Kennedy

**Guests:** Neil Shay, OWRI; Jess Lyon, DWT; Dan Jarman, CFM Strategic Communications

**Staff:** Jeanette Morgan (Executive Director), Hannelore Buckenmeyer, Lavonda Driskell, Stephany Boettner, Annie Cocchia, Lisa Stevens, Colu Henry, Katie Bray

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### Call to Order

Tannahill called the OWB meeting to order at 2:15 pm.

### Minutes Approval

Peterson-Nedry moved, Beck seconded that the Board approve the minutes from the August 31, 2010, OWB meeting. Motion passed unanimously.

### Action items

Adelsheim spoke to the distributor camp action item and reported that Buckenmeyer has been researching grant opportunities that could be used to help facilitate this type of project if approved to pursue. One possibility is an economic development assistance grant that could provide up to \$250K if we pursue developing the camp with Washington and possibly include Idaho. A second USDA block grant for marketing of specialty crops could provide up to \$100K from the Oregon Department of Agriculture and \$250K from the Washington Department of Agriculture.

Adelsheim and Peterson-Nedry were scheduled to attend the November Washington Wine Commission (WWC) Board meeting to discuss interest in a distributor camp; however, the discussion was postponed until their December meeting. Due to the deadline for grant submissions, we are pursuing a phone conversation instead and will propose a taskforce be created to address issues before their next meeting. Peterson-Nedry restated the WWC is very receptive to the distributor camp idea and is eager to discuss. Donovan asked that any proposals for pursuing the distributor camp be filtered through the Marketing Committee for discussion.

Boettner reported the core group of participants will meet on December 6 to discuss the scope and potential funding for an Oregon wine industry archive project.

Peterson-Nedry recognized Adelsheim as one of the 2010 History Makers being named by the Oregon Historical Society at their Thursday evening annual awards dinner. Adelsheim acknowledged the honor and was pleased to share that 50+ Oregon wineries had contributed wine for the event.

Boettner reported she engaged a designer to audit the regional brochures for converting to an 8.5 x 11 printable PDF. The expectations would be to launch in early 2011 if the decision is to move forward on this project.

Buckenmeyer reported she and Jack Irvine spoke to the Western Management Group about developing a salary survey for the Oregon wine industry. The Salary Subcommittee and Board will meet to discuss moving forward after harvest. Bartholomew also suggested reaching out to Benchmark Consulting for any recommendation they may have.

## **Executive Director**

Tannahill welcomed Morgan to her first Board meeting and asked her to provide thoughts on a framework for the next 90 days. Morgan explained her intentions were initially to address issues facing the industry, spending time meeting with winegrowers and vintners to understand their concerns, working with OWA counsel and lobbyists to address advocacy issues, OWA recruitment/retention, and PAC development. She plans to work with staff to review the OWB and OWA infrastructure and work on the strategic plan for both Boards. Morgan foresees spending the next three weeks in the office before spending 50% of her time on the road meeting industry members.

Tannahill explained each Board member is available to assist with introductions, dinners, etc., and he encouraged Morgan to schedule individual meetings with each Director. Beck proposed the Board put together a formal “ambassador” program to help introduce Morgan to the community and be available to assist her as she begins to meet with the industry.

Donovan extended an invitation for Morgan to attend the Southern Oregon Wine Institute’s Wine Cluster Conference scheduled for December 14 to meet many of the regional industry members. He will forward details of the conference.

Peterson-Nedry noted with Morgan now on board, an agenda item to discuss preparation and planning for the January 2011 retreat should be added to the December 7 Board meeting. Tannahill reiterated the Board and industry were excited to have Morgan here.

Adelsheim took a moment to recognize and thank Tannahill for the tremendous responsibility he undertook of leading our industry during these last eight months. Tannahill thanked the Board and staff for their support while serving as interim Executive Director.

## **Other Business**

Tannahill acknowledged the attendance of OWRI’s director Dr. Neil Shay at the meeting and asked him to take a few minutes to address the Board. Dr. Shay expressed the intention of building a research program that will be in existence for many years to come creating a statewide network of researchers and educators. The program is not an OSU program but a statewide partnership with the industry. They will collaborate with entities around the state and Washington, being responsive to hot issues impacting the industry. In the short term, they are working to set up a website ([www.owri.org](http://www.owri.org)) for viticulture and enology research and education where they plan to establish weekly and bi-weekly education series. Dr. Shay also mentioned an Oregon viticulture day will be held in Corvallis following the February Oregon Wine Industry Symposium.

Tannahill recessed the OWB meeting 3:05 pm.

Tannahill reconvened the OWB meeting at 3:57 pm.

Beck raised the subject again requesting the Board create a set of objectives for Morgan to ensure her success as Executive Director. Adelsheim agreed the Executive Committee should meet to discuss. The Committee will present their objectives to the Board during Executive Session at the December Board meeting.

Tannahill adjourned the OWB meeting at 3:59 pm.