

**OREGON WINE BOARD MEETING
MEETING MINUTES [FINAL]
AUGUST 31, 2011
HELD AT THE ROGUE VALLEY COUNTRY CLUB IN MEDFORD, OR**

In Person

Board: Sam Tannahill (Chair), Michael Donovan (Vice Chair), Terry Brandborg, Kara Olmo, Bill Sweat, Leigh Bartholomew (Treasurer), David Beck

Guests: Mark Wisnovsky/Valley View Winery, Ruth Garvin/Cliff Creek Cellars, Kim Kinderman/Agate Ridge Vineyard

Staff: Rose Cervenak, Katie Bray, Charles Humble, Stacie Jacob, Steve Burns

Not in attendance

Board: David Adelsheim & Tim Kennedy (Treasurer)

Call To Order

Tannahill called the OWB meeting to order at 11:27 a.m.

SOWA marketing presentation by Ruth Garvin and Kim Kinderman

Administrative Items

- **Skype** – Burns/Jacob will look into technology improvements for a meeting option (multiple screens at the same time).
- **Board Member Replacement process** – discussion about replacing nominating committee and also whether board members actively recruit applicants.
 - **ACTION:** Exec Committee come back to the Board about a process that makes sure the entire state is represented.

ED Search Committee Update

- Jacob and Burns interviewing top 12 candidates
- Finalists will be identified by Search Committee and these finalists will be formally interviewed (process yet to be defined) by Board
- Propose we hold a couple of dates in Dec and Jan (Jan. 18-19 for retreat), maybe schedule an informal dinner for 1/17)
- Hold Dec. 6 in case a decision needs to be made on ED.

Financial Review

- Bartholomew presented the 2010-11 year end financials for OWB and TOWER.
- Financial review is scheduled.
- **ACTION:** produce a breakdown/spreadsheet for “personnel”
 - Will develop a revised budget and slot in personnel costs by project/job so we can get a true reading/cost on the initiatives.

- **ACTION:** for November meeting Jacob and Burns will provide a first quarter update on the budget.
 - Marketing and personnel to be reworked

Donovan moved and Beck seconded that the Board approve the OWB & Tower financials as presented. No further discussion, motion carried unanimously.

Research Update

- There was discussion about the OSU Foundation contribution for 2011-12
 - **ACTION:** Ask Adelsheim to reach out to Todd Bastian to see what they are doing to raise funds.
 - **ACTION:** Walsh will brief Board on legal status of Board's commitment to OWRI

Strategic Plan

- Review vision statement and mission statement – change “wine grape” to “wine grower” industry
- Oregon wine month – some discussion about which month, but ultimately decided April would be Oregon Wine Month in 2012.
- Suggestion – OWB needs to reassess and more actively pursue the distribution conundrum for smaller wineries.
 - Maybe a “distributor finder” or something like that – could drive membership too
 - Start mentor program
 - Include a seminar at OWIS on finding distributors.

Tannahill adjourned the OWB meeting at 3:40 p.m. and called for an Executive Session under ORS192.660(2)(a). Under this provision only the Board and press are allowed to participate. Staff and guests were excused from the meeting.