

**OREGON WINE BOARD SPECIAL MEETING  
MEETING MINUTES [FINAL]  
JUNE 23, 2011  
HELD AT THE OFFICES OF CFM STRATEGIC COMMUNICATIONS**

**In Person**

**Board:** David Adelsheim, Leigh Bartholomew, David Beck

**Guests:** Justin Hoffman (Union Wine Company), Michael Gelardi, Gary Conkling

**Staff:** Rose Cervenak, Katie Bray, Karen Walsh, Stacie Jacob

**On the phone**

**Board:** Bill Sweat, Tim Kennedy, Michael Donovan, Sam Tannahill (at 11:30) and Kara Olmo (at 11:30)

**Guests:** Steve Thomson (King Estate), Doug Tunnell (Brick House)

**Staff:** Steve Burns

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**Oregon Wine Board (OWB) Meeting**

**Call to order**

David Adelsheim called the OWB meeting to order at 11:05 a.m.

Adelsheim: Purpose of the meeting is to take a look at the strategic planning process and next steps of the OWB.

Jacob reviewed a proposal developed for interim Executive Director role and responsibilities.

- Steve expressed interest/excitement about working with the OWB again.
- Three segments addressed in the proposal – how we will approach interim activities, industry survey, and ED job description.

**Approach (Stacie Jacob)**

- Hands on team – will see us as often as we can, looking forward to strategic planning retreat – mid July date TBD.
  - Listening, understanding the challenges then moving forward.
    - Proposing 6-month retainer to get plan in place, with an opportunity to evaluate.
    - Work with staff so programs that are ongoing continue to happen
    - Strategic planning retreat
    - Getting everyone talking together, understanding the goals
    - Once plan is developed – go out among constituents to make sure we are vetting that plan, listening to them.

**Member Survey (Stacie Jacob)**

- Goal is to set the stage for the strategic planning retreat

- Our goal would be an annual survey – so along with revisiting the strategic plan, may institute this annual survey and continually check back in to see what people are thinking – facilitates ongoing communication with members to illicit that we are listening
- **ACTION: Any comments/suggestions/edits – funnel to Bray. Bray will get the survey distributed to the membership by EOD Friday, June 24.**

### Executive Director Job Description (Stacie Jacob)

- New things – industry knowledge, more experience with trade associations, long-term strategic planning ability beyond 5 years.
- **ACTION: Send ED job description changes to Bray by EOD Thursday and she will upload the final job description on the Website – end of July application deadline.**
- Burns: This opening is going head to head with Jacob's previous job in Paso Robles.
  - Focus is to have somebody onboard by Oct. 1
    - We could follow that track or adjust to be a few weeks out
  - Job in Paso is more focused on marketing than advocacy
  - Paso is volunteer based organization, 165 wineries, 100 independent wine grape growers plus hospitality and related industry members making it about 500 member org.
- Timeline: would an August date be acceptable?
  - Tannahill suggests an August 15 deadline (for resume submission) and October 1 decision date (before harvest)
  - Settled on August 1
- Tannahill: Asked for overview on the retreat
  - July 13-14 dates have been thrown out
    - Discussion about week of July 18
    - **ACTION: Cervenak to conduct a "doodle poll" from July 9**
- Bartholomew asked who would appoint Search Committee. Tannahill said he would do it in conjunction with Jacob and Burns.
- Adelsheim closed the meeting at 11:55 a.m.