

**OREGON WINE BOARD**  
**APRIL 20, 2021**  
**Zoom meeting**  
**Agenda**

| TIME  | DESCRIPTION  | DOCUMENTS INCLUDED IN PACKET  | LEADER   |
|---|--|---|--|
| 3:00 – 3:30 p.m.<br>(30 minutes)                                      | <b>Executive Session</b> *(see below statement)  |   | D. Morris  |
| 3:30 – 3:35 p.m.<br>(5 minutes)                                       | <b>Meeting Opening</b> <ul style="list-style-type: none"> <li>• Approve March 11 DRAFT Board meeting minutes</li> </ul>  | <ul style="list-style-type: none"> <li>• March 11 DRAFT Board meeting minutes</li> </ul>                            | D. Morris  |
| 3:35 – 4:05 p.m.<br>(30 minutes)                                      | <b>Matters for Decision</b> <ul style="list-style-type: none"> <li>• Research Committee (30 min.) <ul style="list-style-type: none"> <li>○ OWB Research Committee recommended playlist for 2021-22</li> </ul> </li> </ul>  | <ul style="list-style-type: none"> <li>• Recommended playlist 2021-22</li> </ul>                                    | J. Tosch<br>J. Willey  |
| 4:05 – 5:40 p.m.<br>(1 hour, 35 minutes)<br>(includes 5-minute break) | <b>Matters for Discussion</b> <ul style="list-style-type: none"> <li>• Industry Communications (15 min.)</li> <li>• Finance Committee (20 min.) <ul style="list-style-type: none"> <li>• Remaining 2021-22 budget questions</li> </ul> </li> <li><b>BREAK</b> (5 min.)</li> <li>• Education Committee (25 min.) <ul style="list-style-type: none"> <li>• Responsible Marketing &amp; Service of Wine</li> <li>• Advocacy group updates at OWS</li> <li>• Ticket sales and sponsorship overlaps with OWA</li> </ul> </li> <li>• Oregon Solutions Next Steps (15 min.)</li> <li>• OWB Organizational design (15 min.)</li> </ul> | <ul style="list-style-type: none"> <li>• 2020-21 Balance Sheet &amp; P&amp;L</li> <li>• Education update</li> </ul> | D. Morris<br>J. King<br>M. Chambers<br><br>E. Keegan<br>B. Faustin<br>B. Stock<br><br>D. Morris<br>T. Danowski |
| 5:40 – 5:45 p.m.<br>(5 minutes)                                       | <b>Meeting Finalization</b> <ul style="list-style-type: none"> <li>• Review Actions to be taken</li> </ul>   |   | D. Morris<br>T. Danowski   |
|   | <b>Matters for Noting</b> <ul style="list-style-type: none"> <li>• Consumer Marketing Update</li> <li>• NCSFR Update</li> </ul>  |   |  |

*\*Executive Session Statement:*

*The Board will now meet in executive session pursuant to ORS 192.660(2)(f), during which the Board may consider information or records that are exempt by law from public inspection.*

*Representatives of the news media and designated staff are allowed to attend the executive session. Representatives of the news media are specifically directed not to report on or otherwise disclose any of the deliberations or anything said about these subjects during this executive session, except to state the general subject of the session as previously announced in the Board’s published meeting agenda. No final decision will be made in this executive session.*



| BOARD DIRECTORS   | GUESTS                   | STAFF          |
|-------------------|--------------------------|----------------|
| Donna Morris      | David Beck               | Tom Danowski   |
| Bob Morus         | Jennifer Kerrigan (SOWA) | Marie Chambers |
| Hilda Jones (tbd) | Jennifer Sitton (OWC)    | Jess Willey    |
| Justin King       | Julie Pond (NCSFR)       | Kai McMurtry   |
| Remy Drabkin      | Elisa Ford (NCSFR)       | Sally Murdoch  |
| Bertony Faustin   |                          | Bree Stock     |
| Eugenia Keegan    |                          | Stacey Kohler  |
| Dennis O'Donoghue |                          |                |
| Jason Tosch       |                          |                |

## OREGON WINE BOARD MEETING MINUTES

MARCH 11, 2021 <<DRAFT>>

VIA ZOOM

### ATTENDANCE

- BOARD:** Donna Morris (Chair), Bob Morus (Chair Emeritus), Hilda Jones (Vice Chair), Justin King (Treasurer), Remy Drabkin, Bertony Faustin, Eugenia Keegan, Dennis O'Donoghue, Jason Tosch
- STAFF:** Tom Danowski, Marie Chambers, Jess Willey, Christina DeArment, Stacey Kohler, Kai McMurtry, Bree Stock
- GUESTS:** Kim Bellingar (WVWA), Robin Harkless (Oregon Solutions), Jennifer Kerrigan (SOWA), Morgen McLaughlin (WVWA), Julie Pond (NCFSR)

### MEETING OPENING

#### Call to Order

Chair D. Morris called the Oregon Wine Board public meeting to order at 9:02 a.m.

#### Board Minutes

The Board reviewed minutes from the December 3, 2020 Board meeting.

H. Jones moved that the December 3, 2020 Board meeting minutes be approved as submitted. B. Morus seconded. The motion carried 7-0. (R. Drabkin and D. O'Donoghue were not Board Directors in 2020).

### MATTERS FOR DISCUSSION

#### Education Committee update (recording mark, 5:44)

- J. Willey presented the 2021 OWS Attendee Survey Recap.
  - The results are from the post-event survey that reflected input from approximately 400 respondents with a response rate of 36%, more than doubling past years responses.
  - As a result of the virtual format there was a slight increase in attendance from Southern Oregon as well as from out of state and international locations.
  - Overall registrations were lower this year than past years. Some factors that may have affected the lower count may be related to skepticism around the 4-day virtual format, sharing of registrations, and a tighter time frame to market the event.
  - Overall, the comments were positive focusing on the high quality of content, the ability to bring in a more diverse group of speakers from around the world and easier access to more sessions rather than having to choose between popular simultaneous seminars.
  - The Board discussed future symposia and the value of in-person vs. hybrid/virtual event for 2022 and subsequent years.

R. Drabkin moved that the Board direct the Education committee to begin developing a virtual Oregon Wine Symposium for February 2022. J. King seconded. The motion carried 9-0.

- The Board directed the management staff to release its commitment to the Oregon Convention Center for March 7-9, 2022.

#### Oregon Solutions Update (recording mark, 1:05:33)

- R. Harkless gave an update on the Oregon Solutions progress and next steps for work on behalf of the Oregon Wine Industry to facilitate a collaborative process on a range of topics.
  - T. Danowski commented that the Grapevine newsletter and OWB annual report should be shared with the Oregon Solutions participants as an example of communications about the way industry resources are used in response to industry requests and in support of the OWB's strategic plan.
  - T. Danowski and C. DeArment shared that the OWB has begun work on developing a scorecard that will help quantify statewide engagement with OWB programs.

#### Research Committee Update (recording mark, 1:54:15)

- Research Committee Chair J. Tosch summarized for the Board the slate of research project proposals for 2021-22.
  - 33 proposals were received with funding requests totaling \$1.75 million.
  - The Research Committee will work with a budget of \$280,000.
  - J. Tosch discussed the risk in losing several projects that are seeking continued funding and would like the Finance Committee and Board to consider opening up the reserve funds to invest in those projects.
  - The Board will meet in a Special Board meeting on April 20 to discuss whether or not to allocate an amount above the \$280,000 budgeted for 2021-22, based on the Research Committee's final recommended slate of projects.

#### Marketing Update (recording mark, 2:31:30)

##### Brand Identity

- K. McMurtry gave an update on the Brand Identity work.
  - Final materials and files will be completed by the end of March and in April the work will roll out.
  - The new brand work will be included in the new 2021-22 Touring Guide printing in April, new digital materials for Oregon Wine Month, and later in the year via a complete refresh of the Oregon Wine consumer website, communications, and social channels.

##### Oregon Wine Month

- K. McMurtry reminded the Board that in 2019 the directors and managers reviewed the OWM program and its efficacy across a variety of channels and decided to take a step back from the historical execution and reconsider how this program could best serve the industry.
- With COVID uncertainties it was further decided that 2021 would not be the most responsible time to try to design and launch a new Oregon Wine Month effort but still aim to deliver a meaningful period of promotion to the industry given constraints.
- K. McMurtry provided an update on consumer programming for 2021.
  - This year's consumer programming includes a mix of past successes and new elements that are responsive to the brand work and web marketing goals for the coming year.
  - An Oregon Wine Brand Library is being developed and is intended to be a robust expansion of stories and itineraries to build brand equity, invite engagement with Oregon wine, and drive traffic to Oregonwine.org and regional associations.
- C. DeArment provided an overview of what OWM will look like to trade professionals this year.
  - B. Stock will be conducting four educational webinars with the first webinar focusing on Oregon and the other three sessions on different regions across the state.
  - Offering digital POS graphics and files for customization.
  - The opportunity to promote the Oregon Wine getaway sweepstakes that is designed for consumers.
  - Provide an opportunity to promote events throughout the month May on the event calendar.
- J. King stated that OWM is not connecting on a national level with distributors to its full potential. It is important that distribution partners are utilizing and engaging those OWM materials, and that

individual wineries are engaging with other Oregon wineries who share the same wholesalers to maximize impact.

- R. Drabkin recommended that OWB look at the marketing materials themselves and make sure they embrace and reflect principles of diversity equity and inclusiveness to connect with a national audience.

#### Finance Committee update (recording mark, 3:24:59)

- M. Chambers presented the 2020-21 Balance sheet & P&L.
  - The OWB is on track for the year forecasting a 14-15% reduction in the Grape Assessment income. In response to lower 2020-21 income, a 15% reduction was made to spending across all OWB budget categories except for technical research grants.
  - Forecasted spending levels maintain reserve goal and a modest surplus.

J. King moved that the 2020-21 Balance Sheet and Profit and Loss Statement be approved as submitted. E. Keegan seconded. The motion carried 9-0.

- M. Chambers presented the 2021-22 proposed budget that had been reviewed previously with OWB's Finance and Executive Committees.
  - M. Chambers reminded the Board that OWB uses a three-year average to calculate the grape assessment and privilege tax figures and commented that there is risk in meeting the budgeted tax income figure in 2021-22.
  - Budget income highlights include; decrease in program revenue due to fewer trade events and changes to grant funding, potential new SCBG & WCLP grants, and some uncertainty involving OWS revenues and expenses as the event format had not yet been confirmed.
  - Budget expense highlights include; Research grant funding proposed at \$280,000, 2022 OWS budgeted to break even on a preliminary basis, budget included for consumer website and marketing activities related to the new branding, maintaining Wines Fly Free, Oregon Wine Month and trade education essentials.
  - M. Chambers shared list of industry questions and comments regarding the budget proposal with the board, although no adjustments or additions were recommended at this time.
  - Board discussed the public comment process and agreed to evaluate better ways to gather industry input during the annual budget process.

B. Morus moved that the 2021-22 proposed budget be approved as submitted showing \$2,346,120 in income and \$2,399,099 in expenses with a follow up Board meeting on April 20 where the Board will make any adjustments that come out of further research and industry discussions. D. O'Donoghue seconded. The motion carried 8-0. (R. Drabkin had left the meeting before the vote).

**Action: M. Chambers will follow up again with each industry organization who submitted comments and questions on the proposed 2021-22 budget.**

## **MEETING FINALIZATION**

Chair D. Morris adjourned the Oregon Wine Board meeting at 1:58 p.m.



**V&E RESEARCH 2021-22  
FUNDING PROPOSAL**

**OREGON WINE BOARD OF DIRECTORS MEETING  
APRIL 20, 2021**



**OREGON WINE BOARD**



## BACKGROUND OF REQUEST

- The Research Committee met on April 1 to create a prioritized list of projects to propose to the Oregon Wine Board for funding in the 2021-22 budget cycle.
  - Meeting focused on the top 14 projects (\$729k) out of 33 total proposals received (\$1.75 million)
  - Of the top 14, seven (\$339k) were for projects that are currently being funded by the OWB.
- The Committee discussed each project and debated the list on several factors:
  - Scientific merit
  - Relevance to Oregon / fit with strategic priorities
  - Whether OWB has already spent money on the project (continuing proposals)
  - In-state researcher vs. out-of-state
  - Balance of viticulture vs. enology projects
  - Importance of including projects addressing *the* prominent issue (i.e., smoke) with ongoing needs
- **The Committee requests that the Oregon Wine Board fund at least the seven projects that OWB has previously supported (\$339,118)**
  - This list does not include any smoke-related research
  - OSU's primary enology researcher and extension specialist is not included in this list, despite submitting a worthy and highly rated proposal
- The Steering Committee is committed to developing a rubric for balancing the multiple consideration factors as part of next year's proposal review process.

# REQUEST FROM RESEARCH COMMITTEE TO OWB

|              |           |                     |              |   |         |           |            |              | Strategic Plan Fit    |                  |                       |   |
|--------------|-----------|---------------------|--------------|---|---------|-----------|------------|--------------|-----------------------|------------------|-----------------------|---|
| DISPLAY CODE | PI        | Institution         | SHORTTITLE   | OWB Funding Year  | En Vito | Requested | Cumulative | Wine Quality | Sustainable Practices | Changing Climate | Foundational Research |   |
| 1            | 2021-2306 | Skinkis, Patricia   | OSU          | Soil moisture and vine response in Oregon soils                 | 3       | x         | 47,602     | 47,602       | x                     | x                | x                     | x |
| 2            | 2021-2338 | KC, Achala          | OSU          | GTDs in Oregon Vineyards  | 3       | x         | 59,997     | 107,599      |                       | x                | x                     | x |
| 3            | 2021-2447 | Levin, Alexander    | OSU          | Determining optimal irrigation initiation time                  | 2       | x         | 39,490     | 147,089      | x                     | x                | x                     |   |
| 4            | 2021-2491 | Mahaffee, Walter    | ARF          | Botrytis Bunch Rot  | 2       | x         | 60,842     | 207,931      | x                     | x                |                       | x |
| 5            | 2021-2409 | Skinkis, Patricia   | OSU          | Rootstock Performance in Oregon                                 | 2       | x         | 45,554     | 253,485      | x                     | x                | x                     |   |
| 6            | 2021-2320 | Deluc, Laurent      | OSU          | Gene Editing Technology   | 3+      | x         | 50,111     | 303,596      |                       | x                |                       | x |
| 7            | 2021-2637 | Cassassa, Federico  | Cal Poly SLO | Berry Size  | 2       | x         | x          | 35,522       | <b>339,118</b>        | x                |                       | x |
| 8            | 2021-2622 | Oberholster, Anita  | UC Davis     | Rapid analytical techniques for smoke exposure measurement.     |         | x         | 84,182     | 423,300      | x                     |                  | x                     | x |
| 9            | 2021-2312 | Qian, Michael       | OSU          | smoke assessment in grape and wine                              |         | x         | x          | 80,182       | 503,482               | x                |                       | x |
| 10           | 2021-2609 | Osborne, James      | OSU          | MLF Timing and Color  |         | x         | 41,178     | 544,660      | x                     |                  | x                     |   |
| 11           | 2021-2625 | Curtin, Chris       | OSU          | Role of non-Saccharomyces yeast communities during fermentation |         | x         | 40,931     | 585,591      | x                     |                  |                       | x |
| 12           | 2021-2631 | Curtin, Chris       | OSU          | Hanseniaspora in the vineyard and in the winery                 |         | x         | 53,547     | 639,138      | x                     |                  |                       | x |
| 13           | 2021-2479 | Tomasino, Elizabeth | OSU          | Tropical fruit aroma in wine                                    |         | x         | 52,204     | 691,342      | x                     |                  |                       | x |
| 14           | 2021-2604 | Tomasino, Elizabeth | OSU          | Interactions that impact smoke taint perception                 |         | x         | 37,937     | 729,279      | x                     | x                | x                     | x |



**FOR REFERENCE**



## STRATEGIC PRIORITIES FOR V&E RESEARCH

1.

### WINE QUALITY

Support advancements in wine quality and site expression by enhancing markers of quality in the vineyard and winery.

2.

### SUSTAINABLE PRODUCTION

Lead in developing sustainable practices to minimize inputs and reduce impact.

3.

### CHANGING CLIMATE

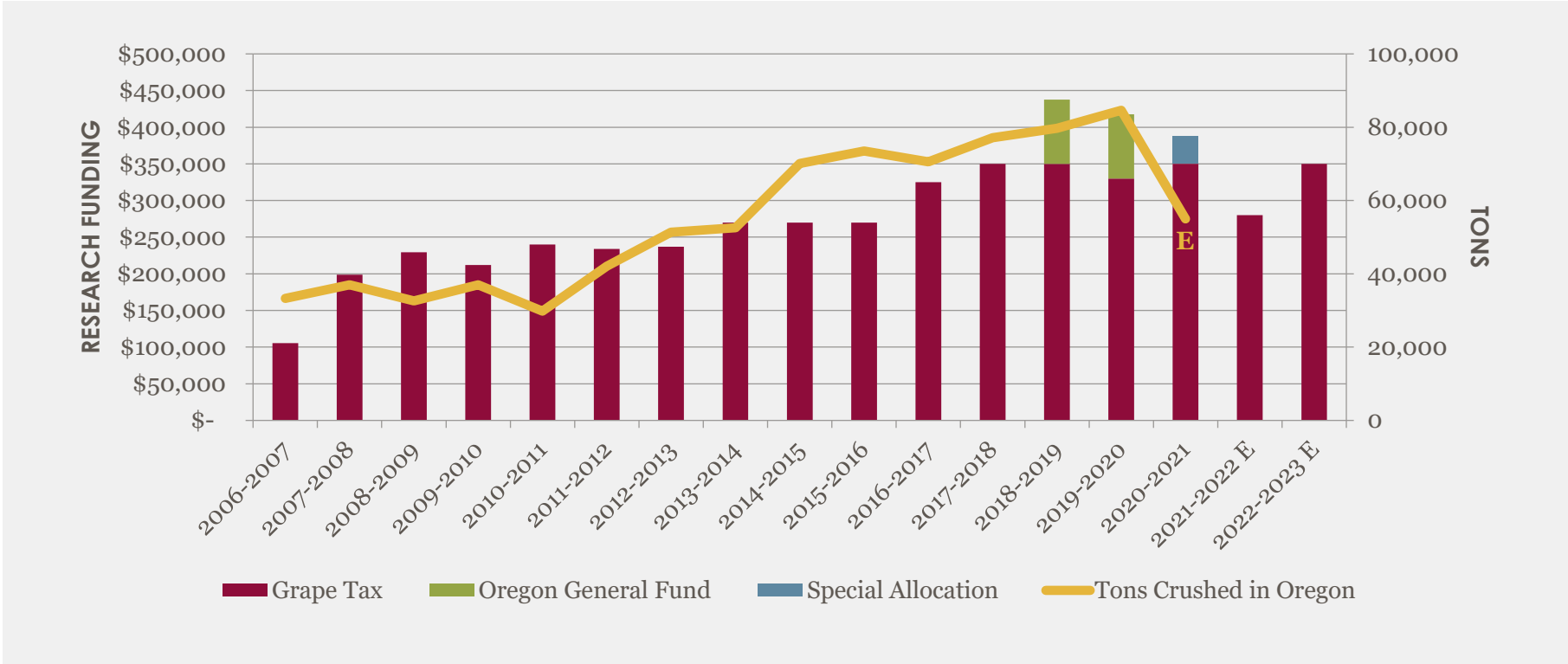
Facilitate adaptation of vineyard and winemaking practices to future climatic conditions.

4.

### FOUNDATIONAL RESEARCH

Foster viticulture and enology discovery that has the potential to provide foundations for future applications that address the other three strategic pillars.

# OWB V&E RESEARCH FUNDING HISTORY



## 2021 APPLICATION REVIEW PROCESS

| DATE      | ACTIVITY   | RESPONSIBILITY          |
|-----------|--|-------------------------|
| 12/1/2020 | UVE Opens (est)  |                         |
| 1/31/2021 | UVE Closes   |                         |
| 2/8/2021  | Assignment Meeting   | Assignment Group        |
| 2/11/2021 | Reviewer Training Refresh Meeting                            | A. King / J. Tosch lead |
| 2/12/2021 | Reviewers Receive Assignments                                | J. Willey               |
| 3/5/2021  | Reviews Complete   | All Reviewers           |
| 3/12/2021 | Review Packets Sent to Lead Reviewers                        | J. Willey               |
| 3/19/2021 | Lead Reviewer Summaries Complete                             | Lead Reviewers          |
| 3/26/2021 | Review Summaries and Scoring Sheet compiled                  | J. Willey               |
| 4/1/2021  | Full Committee Meeting                                       | All Reviewers           |
| 4/9/2021  | Recommendation Ready for Board                               | Steering Committee      |
| 4/20/2021 | Board Meeting including Review of Committee's Recommendation | J. Tosch                |



## NARROWING THE CONSIDERATION SET

### PHASE 1: COMMITTEE REVIEWS

33 proposals submitted

- \$1.75 million total
- \$340k continuing projects

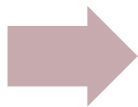
Steering committee (SC)  
assigned reviewers

- 23 with 10 reviewers on average
- 10 had 2 reviewers

244 reviews completed by  
45 reviewers

→ → THANK YOU! ←←

**33 projects**  
**\$1.75 million**



### PHASE 2: LEAD REVIEWER SUMMARIES

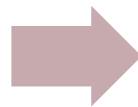
Reviews for all proposals  
compiled and sent to lead  
reviewers

SC identified 17 proposals  
for Lead Reviewer  
Summaries

- top scoring or widest discrepancies in scoring
- top funding recommendations
- all continuing proposals

Lead reviewers offered  
funding priority assessment  
based on compiled reviews

**17 projects**  
**\$836,000**



### PHASE 3: STEERING COMMITTEE REVIEW

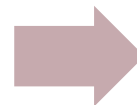
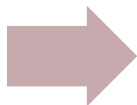
SC reviewed Lead Reviewer  
Summaries, refined  
consideration set to 14  
proposals / \$729k requests

- Removed 3 proposals flagged “Not a Priority” by lead reviewers

Pre-reading circulated to full  
committee

- Lead reviewer summaries
- Top 14 list

**14 projects**  
**\$729,000**



# 2019-21 FUNDED PROJECTS

## STRATEGIC PLAN PRIORITY AREA

| PRIMARY INVESTIGATOR | PROJECT  | INSTITUTION  | WINE QUALITY | SUSTAINABLE PRODUCTION | CHANGING CLIMATE | FOUNDATIONAL RESEARCH |
|----------------------|--|--|--------------|------------------------|------------------|-----------------------|
| Achala KC            | GTDs in Oregon vineyards   | Oregon State University                                  | x            | x                      |                  |                       |
| Walt Mahaffee        | Botrytis bunch rot   | USDA-Agriculture Research Foundation                     | x            | x                      | x                |                       |
| Alec Levin           | Determining optimal irrigation initiation time                     | Oregon State University                                  | x            | x                      | x                |                       |
| Patti Skinkis        | Soil moisture and vine response in Oregon soils                    | Oregon State University                                  | x            | x                      | x                |                       |
| Michael Qian         | Identification and assessment of smoke odorants in grapes and wine | Oregon State University                                  | x            |                        | x                |                       |
| James Osborne        | Malolactic fermentation and Brettanomyces                          | Oregon State University                                  | x            |                        |                  | x                     |
| Federico Casassa     | Variations of berry size   | California Polytechnic State University, San Luis Obispo | x            |                        |                  | x                     |
| Vaughn Walton        | Understanding red blotch vectors and transmission                  | Oregon State University                                  |              | x                      |                  |                       |
| Walt Mahaffee        | Persistence of fungicide resistance in powdery mildew              | USDA-Agriculture Research Foundation                     |              | x                      |                  |                       |
| Marcelo Moretti      | Sustainable vineyard weed management (canceled)                    | Oregon State University                                  |              | x                      |                  |                       |
| Patti Skinkis        | Rootstock performance in Oregon                                    | Oregon State University                                  |              | x                      | x                |                       |
| Jeremy Weisz         | Terroir and microbiome differences on grapes and in wine           | Linfield University                                      |              | x                      |                  | x                     |
| Laurent Deluc        | Auxin-Response Factor 4 role in winegrape ripening                 | Oregon State University                                  |              |                        |                  | x                     |
| Laurent Deluc        | Gene editing technology  | Oregon State University                                  |              |                        |                  | x                     |

**BALANCE SHEET**  
**FISCAL YEAR 2020-21**  
**REPORTED AS OF MARCH 2021**

|                                       | <b>Mar-21</b>    | <b>Prior Year End</b> |
|---------------------------------------|------------------|-----------------------|
| <b>ASSETS</b>                         |                  |                       |
| Current Assets                        |                  |                       |
| Checking/Savings                      |                  |                       |
| 1000 · Umpqua Bank Checking           | 826,762          | 725,937               |
| 1050 · Umpqua Bank Money Market       | 648,821          | 648,577               |
| 1055 · Escrow                         | -                | -                     |
| Total Checking/Savings                | 1,475,583        | 1,374,515             |
| Total Accounts Receivable             | 40,547           | 70,024                |
| Total Other Current Assets            | -                | -                     |
| Total Current Assets                  | 1,516,130        | 1,444,539             |
| Other Assets                          |                  |                       |
| 1250 · Prepaid Expenses               | 34,511           | 60,891                |
| Total Other Assets                    | 34,511           | 60,891                |
| <b>TOTAL ASSETS</b>                   | <b>1,550,642</b> | <b>1,505,430</b>      |
| <b>LIABILITIES &amp; EQUITY</b>       |                  |                       |
| Liabilities                           |                  |                       |
| Current Liabilities                   |                  |                       |
| Total Accounts Payable                | 78,960           | 241,763               |
| Total Credit Cards                    | 2,777            | 11,310                |
| Other Current Liabilities             |                  |                       |
| 2120 · Accrued PTO Balance            | 57,159           | -                     |
| 2101 · Payroll Liabilities            | -                | 9,875                 |
| 2200 · Deferred Revenue               | 57,159           | 116,837               |
| Total Other Current Liabilities       | 114,318          | 126,712               |
| Total Current Liabilities             | 196,055          | 379,785               |
| Total Liabilities                     | 196,055          | 379,785               |
| Equity                                |                  |                       |
| 3000 · Opening Bal Equity             | 13,493           | 13,493                |
| 3900 · Retained Earnings              | 1,104,172        | 991,227               |
| Net Income                            | 236,921          | 120,925               |
| Total Equity                          | 1,354,586        | 1,125,645             |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>1,550,642</b> | <b>1,505,430</b>      |

**PROFIT LOSS STATEMENT WITH BUDGET TO ACTUAL**  
**FISCAL YEAR 2020-21**  
**REPORTED AS OF MARCH 2021**

| Modified Accrual                                | Annual Budget    | Year to Date      |                  |                  | Year End Forecast | Prior Year End   |
|---|------------------|-------------------|------------------|------------------|-------------------|------------------|
|   |                  | Income & Expenses | Budget Earned    | Budget Variance  |                   |                  |
| <b>INCOME</b>                                   |                  |                   |                  |                  |                   |                  |
| 4100 · Grape Assessment (\$25/ton)              | 1,950,820        | 1,630,699         | 1,831,365        | (200,666)        | 1,679,370         | 1,953,139        |
| 4200 · Wine Tax (2c/gal)                        | 310,242          | 216,187           | 232,682          | (16,494)         | 288,250           | 294,010          |
| 4300 · Program Revenue                          | 13,680           | (36,825)          | -                | (36,825)         | (36,825)          | 55,505           |
| 4310 · Symposium Revenue                        | 150,000          | 112,326           | 150,000          | (37,674)         | 112,326           | 332,930          |
| 4500 · Other Income                             | 5,000            | 1,968             | 3,333            | (1,365)          | 2,050             | 5,004            |
| 4600 · Grant Revenue                            | 50,000           | 42,000            | 42,000           | -                | 50,000            | 91,698           |
| 4690 · HB 5006 Funds (MARIS)                    | 96,898           | 40,000            | 40,000           | -                | 86,650            | 187,694          |
| <b>TOTAL INCOME</b>                             | <b>2,576,640</b> | <b>2,006,355</b>  | <b>2,299,380</b> | <b>(293,024)</b> | <b>2,181,820</b>  | <b>2,919,981</b> |
| <b>EXPENSE</b>                                  |                  |                   |                  |                  |                   |                  |
| 1R000 · Research.                               |                  |                   |                  |                  |                   |                  |
| R100 · Vit & Enological Research                | 407,500          | 295,941           | 295,941          | -                | 392,500           | 389,737          |
| R800 · Research. Administration                 | 13,000           | 5,344             | 7,500            | 2,156            | 5,344             | 6,069            |
| R900 · Research. Employee Compensation          | 45,090           | 29,415            | 33,818           | 4,403            | 39,220            | 15,000           |
| 1R000 · Research.                               | 465,590          | 330,700           | 337,259          | 6,559            | 437,064           | 410,806          |
| 2E000 · Education.                              |                  |                   |                  |                  |                   |                  |
| E100 · Symposium                                | 150,000          | 106,423           | 150,000          | 43,577           | 106,423           | 385,953          |
| E200 · Education Projects                       | 25,000           | 3,320             | 3,320            | (0)              | 5,320             | 10,943           |
| E300 · Trade Education                          | -                | -                 | -                | -                | -                 | -                |
| E800 · Education. Administration                | 8,000            | 5,871             | 6,000            | 129              | 6,500             | 12,070           |
| E900 · Education. Employee Compensation         | 51,820           | 43,905            | 38,865           | (5,040)          | 58,540            | 108,261          |
| 2E000 · Education.                              | 234,820          | 159,518           | 198,185          | 38,667           | 176,783           | 517,228          |
| 3M000 · Marketing & Communications              |                  |                   |                  |                  |                   |                  |
| B000 · Brand Equity & Identity                  | 148,500          | 86,752            | 86,752           | 0                | 148,500           | 23,625           |
| T000 · Tourism                                  | 165,000          | 46,393            | 46,393           | (0)              | 155,000           | 76,621           |
| X000 · Market Expansion                         | 331,398          | 147,250           | 147,251          | 1                | 253,817           | 396,562          |
| C000 · Communications                           | 182,099          | 98,493            | 98,928           | 435              | 181,404           | 138,598          |
| M800 · Marketing. Administration                | 15,000           | 2,561             | 10,250           | 7,689            | 5,000             | 11,355           |
| M900 · Marketing. Employee Compensation         | 217,300          | 154,250           | 162,975          | 8,725            | 174,950           | 171,959          |
| 3M000 · Marketing & Communications              | 1,059,297        | 535,699           | 552,549          | 16,850           | 918,671           | 818,720          |
| 4K000 · Knowledge & Insights                    |                  |                   |                  |                  |                   |                  |
| R200 · Industry Research                        | 96,500           | 60,710            | 58,710           | (2,000)          | 100,710           | 82,471           |
| M300 · Marketing Research                       | 30,000           | 7,519             | 7,500            | (19)             | -                 | 12,300           |
| K900 · Employee Compensation                    | 45,090           | 29,415            | 30,060           | 645              | 39,221            | -                |
| 4K000 · Knowledge & Insights                    | 171,590          | 97,644            | 96,270           | (1,374)          | 139,931           | 94,771           |
| 5L000 · Leadership & Partnership                |                  |                   |                  |                  |                   |                  |
| L100 · Regional Meetings                        | 10,000           | -                 | -                | -                | 10,000            | -                |
| L101 · Information Sharing Task Force           | 2,000            | -                 | -                | -                | 2,000             | -                |
| G301 · Grant Writing                            | 10,000           | 500               | 500              | -                | 10,000            | 1,025            |
| G200 · Program Sponsorships/Contributions       | 10,000           | -                 | -                | -                | 10,000            | 1,000            |
| G600 · Industry Relations                       | 47,500           | 19,423            | 20,250           | 959              | 47,500            | 37,505           |
| L800 · Leadership & Partnership Administration  | 6,000            | 225               | 4,500            | 4,275            | 500               | -                |
| L900 · Employee Compensation                    | 45,090           | 29,415            | 33,818           | 4,402            | 39,221            | -                |
| 5L000 · Leadership & Partnership                | 130,590          | 49,563            | 59,068           | 9,636            | 119,221           | 39,530           |
| 6G000 · General & Admin                         |                  |                   |                  |                  |                   |                  |
| G100 · Board Administration                     | 20,000           | 4,026             | 16,000           | 11,974           | 8,000             | 15,529           |
| G300 · Consultants                              | -                | -                 | -                | -                | -                 | 7,771            |
| G500 · Office Administration                    | 154,940          | 92,991            | 116,205          | 23,214           | 126,785           | 141,740          |
| G800 · Staff Administration                     | 139,600          | 38,267            | 104,607          | 61,340           | 66,670            | 88,648           |
| G900 · Employee Compensation. G&A               | 534,320          | 403,866           | 400,740          | (3,126)          | 538,489           | 672,294          |
| G999 · Accrued PTO Balances                     | -                | 57,159            | -                | (57,159)         | -                 | -                |
| 6G000 · General & Admin                         | 848,860          | 596,310           | 657,802          | 94,360           | 739,944           | 925,981          |
| <b>TOTAL EXPENSE</b>                            | <b>2,910,747</b> | <b>1,769,434</b>  | <b>1,745,795</b> | <b>156,435</b>   | <b>2,531,612</b>  | <b>2,807,036</b> |
| <b>NET INCOME</b>                               | <b>(334,107)</b> | <b>236,921</b>    | <b>553,585</b>   | <b>(136,589)</b> | <b>(349,792)</b>  | <b>112,945</b>   |
| Beginning Balance                               | 1,104,172        | 1,104,172         |                  |                  | 1,104,172         | 991,227          |
| Ending Balance                                  | 770,065          | 1,341,094         |                  |                  | 754,380           | 1,104,172        |
| Reserve Goal (30% of 3 Yr Ave Grape Assessment) | 585,246          | 585,246           |                  |                  | 585,246           | 567,042          |
| Surplus/Deficit After Reserve Goal              | 184,819          | 755,848           |                  |                  | 169,134           | 466,866          |
| Total Compensation                              | 1,032,870        | 761,726           | 770,895          | 9,169            | 984,918           | 1,064,369        |



## EDUCATION UPDATE

APRIL 2021 BOARD MEETING PACKET

PREPARED BY: BREE STOCK, EDUCATION DIRECTOR

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**ACTIVITY** Oregon Wine Symposium 2022

**STRATEGIC OBJECTIVE(S)**

- Driving Industry Education through competitive advantage
- Deliver Knowledge and Insights to Oregon growers and producers
- Develop Strategic Partnerships and Leadership
- Enhance Reputation of Oregon Wine

**OVERVIEW**

- The 2022 Oregon Wine Symposium will be a virtual program delivered to the industry via the Swapcard platform from Feb 15 – 18 2022
- 

**ACTIVITY** Facilitate discussion for Canadian importer and trade tastings in June

**STRATEGIC OBJECTIVE(S)**

- Market Expansion
- Enhance Brand Equity of Oregon Wine
- Strategic Leadership and Partnerships with influencers and trade

**OVERVIEW**

- Act as discussion facilitator for small groups of importers and trade buyers in Canadian market with virtual tasting and discussion with trade

**STATUS**

- In development for presentations beginning June 2nd
- 

**ACTIVITY** Develop webinar offerings and content for Oregon Wine Month

**STRATEGIC OBJECTIVE**

- Enhance Brand Equity of Oregon Wine
- Market Expansion
- Share Oregon Wine Knowledge with trade and media

**OVERVIEW**

- A series of webinars will be delivered for the benefit of trade and media to access and promote Oregon Wine Month

**STATUS**

- Promotion of webinar and registration for webinars in development.
- Educational content in development
- April “Discover Oregon” webinar attracted nearly 400 registrations and had 160 attendees, primarily from US & Canada but as far as Ireland and Japan. Seminar has been made available to all on the Oregon Wine YouTube channel and emailed to all registrants.

**NEXT STEPS**

- Develop the regionally specific webinars with key leaders from those regions.
- Discover Willamette Valley May 10<sup>th</sup>
- Discover Southern Oregon May 17<sup>th</sup>
- Discover the Cross-Border AVAs May 24<sup>th</sup>

**TIMING**

- 11am Mondays on the above dates

**ACTIVITY**

Oregon from the Ground Up Masterclass Nordic markets

**STRATEGIC OBJECTIVE(S)**

Engage with trade and media influencers and importers to increase availability of Oregon wine in International markets.

Enhance Brand Equity

Market Expansion

Develop Strategic Partnerships with global wine educators

**OVERVIEW**

Development of a hybrid masterclass for the trade and importers in the Nordic markets to increase demand and placement for Oregon wine in this important European export market.

Co-presented with Madeleine Strenweth MW

**STATUS**

In development.



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|                            |   |
|----------------------------|---|
| <b>ACTIVITY</b>            | Oregon and Northwest Wine Certification for Japan and Korea   |
| <b>STRATEGIC OBJECTIVE</b> | <ul style="list-style-type: none"><li>• Educate and certify wine trade professionals to increase knowledge and demand of Oregon wine.</li><li>• Market Expansion</li><li>• Enhance Brand Equity</li><li>• Deliver Knowledge and Insights of Oregon wine to trade and educators</li><li>• Develop Strategic Partnerships and Leadership with in-market educators</li></ul>   |
| <b>OVERVIEW</b>            | <ul style="list-style-type: none"><li>• Development of an online program for the Foundation certification in place of an in-person event in 2021.</li><li>• Edit and update Foundation Certification with new AVAs and industry statistics</li><li>• Develop Educator Handbook and Advanced Oregon Wine Certification.</li></ul>  |
| <b>STATUS</b>              | <ul style="list-style-type: none"><li>• Foundation certification updated with new Oregon data and AVA additions and have been sent for Japanese translation</li><li>• Wines selected and being shipped to Japan for online certification</li><li>• Schedule set for recording curriculum and overdubbing in Japanese</li><li>• Date set for virtual guided tasting for Japan (in-person tasting and exam)</li><li>• Advanced Certification Presentation and educator materials in early development stage</li></ul> |
| <b>NEXT STEPS</b>          | <ul style="list-style-type: none"><li>• Designer working on updated content with translation for certification presentation.</li><li>• Awaiting translated materials to record the classes</li><li>• Wine tasting and exam date tentatively set</li></ul>   |
| <b>TIMING</b>              | Recording curriculum April 2021<br>Japanese educators and trade to presented with online classes to watch in May 2021<br>Tasting for candidates in Japan and examination June 6/7 (Bree conducting virtual tasting)   |

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|                 |  |
|-----------------|--|
| <b>ACTIVITY</b> | Responsible Selling and Service of Alcohol Program |
|-----------------|--|



## STRATEGIC OBJECTIVE

- Deliver Knowledge and Insights
- Develop Strategic Partnerships and Leadership
- Enhance Brand Equity of Oregon Wine
- 

## OVERVIEW

- Development of a toolkit to be housed on the Oregon Industry Education site to deliver Responsible Service education opportunities for industry.
- Communicate value of OLCC RVP program to producers
- Work with WISE Academy to develop online workshop to cover OLCC guidelines and responsible service training and standards
- Develop branded logo for producers to display in tasting rooms and on websites
- Develop OWB Consumer and Industry out would facing communication for website on commitments to Responsible Enjoyment and Service Standards for Oregon Wine

## STATUS

- Collaborating with regional groups to garner support for program development
- Have Polled Industry Networking call group to understand baseline level of knowledge of RVP program and appetite for development

1. Are you aware of the OLCC's Responsible Vendor Program and Certification?

Answer 1: Yes 33%

Answer 2: No 67%

2. Has your winery enrolled in the OLCC's Responsible Vendor Program?

Answer 1: Yes 14%

Answer 2: No 86%

3. Would you pay to send members of your team to a Responsible Sales and Service Standards Workshop if developed?

Answer 1: Yes 43%

Answer 2: No 5%

Answer 3: Maybe 52%

46 respondents

**NEXT STEPS**

- Determine committee for development and insights
- Engage with WISE to develop industry-wide program
- Develop content for website
- Deliver guidelines and promote engagement to industry for RVP program

**TIMING**

Summer 2021

# MATTERS FOR NOTING



## CONSUMER MARKETING UPDATE

APRIL 2021 BOARD MEETING PACKET

PREPARED BY: KAI MCMURTRY

|                               |   |
|-------------------------------|---|
| <b>ACTIVITY</b>               | Oregon Wine Brand Identity Project  |
| <b>STRATEGIC OBJECTIVE(S)</b> | Brand Equity, Wine Tourism, Market Expansion  |
| <b>OVERVIEW</b>               | <ul style="list-style-type: none"> <li>Develop a versatile and compelling visual brand identity for Oregon's statewide industry to employ as the promotional face and engine of OWB's consumer programming for the next 5 years or more.</li> </ul>   |
| <b>STATUS</b>                 | <ul style="list-style-type: none"> <li>Work with our partner Watson Creative has concluded. The final creative was shared with the industry throughout January and February in regional meetings and finally at Symposium. A full library of resources will be available on <a href="http://industry.oregonwine.org">industry.oregonwine.org</a> over the summer.</li> </ul>                                      |
| <b>NEXT STEPS</b>             | <ul style="list-style-type: none"> <li>OWB to deploy new brand elements across <a href="http://oregonwine.org">oregonwine.org</a>, consumer social and communications channels, and relevant program materials</li> <li>OWB to build ongoing housing for brand material on <a href="http://industry.oregonwine.org">industry.oregonwine.org</a></li> <li>OWB to prepare for press launch of brand work</li> </ul> |
| <b>TIMING</b>                 | <ul style="list-style-type: none"> <li>Apr.+ – Deployment of brand work across consumer channels and programs</li> </ul>  |

|                               |  |
|-------------------------------|--|
| <b>ACTIVITY</b>               | Consumer Website Rebuild   |
| <b>STRATEGIC OBJECTIVE(S)</b> | Brand Equity, Wine Tourism   |
| <b>OVERVIEW</b>               | Rebuild <a href="http://oregonwine.org">oregonwine.org</a> to reflect the OWB's new Brand work as well as update the content and architecture to best serve the industry and current marketplace.  |
| <b>STATUS</b>                 | <ul style="list-style-type: none"> <li>Refine RFP for vendor and publish to interested agencies</li> </ul>   |
| <b>NEXT STEPS</b>             | <ul style="list-style-type: none"> <li>Outline calendar, select partner agency, initiate rebuild</li> </ul>  |
| <b>TIMING</b>                 | <ul style="list-style-type: none"> <li>Apr. – Refine RFP and establish OWB's metrics for success</li> <li>Apr. – Likely apply for WCLP grant to subsidize project</li> <li>May – Circulate RFP, interview prospective agencies</li> <li>May – Select agency and begin discovery process</li> </ul> |



|                               |  |
|-------------------------------|--|
| <b>ACTIVITY</b>               | Oregon Wine Month  |
| <b>STRATEGIC OBJECTIVE(S)</b> | Brand Equity, Market Expansion, Wine Tourism   |
| <b>OVERVIEW</b>               | <p>Since 2012, the Oregon wine industry has celebrated Oregon Wine Month annually in May. The objectives of the Oregon Wine Month program are:</p> <ol style="list-style-type: none"> <li>1. To encourage a period of increased support from distributors, restaurants and retailers across the country</li> <li>2. To create a platform for tactical winery promotions that stimulate sales in all channels</li> <li>3. To develop deeper affinity for Oregon wine by forging an emotional connection with consumers</li> </ol> |
| <b>STATUS</b>                 | <ul style="list-style-type: none"> <li>• Work with vendors and partners to deliver program elements starting the week of April 12.</li> </ul>  |
| <b>TIMING</b>                 | <ul style="list-style-type: none"> <li>• Apr. – Begin promotion of Sweepstakes and new Touring Guide</li> <li>• May – Continue complete program promotion via owned and paid channels</li> <li>• June – Reporting</li> <li>• July – Convene industry tactical group to collaborate on 2022 programming</li> </ul>  |

|                               |  |
|-------------------------------|--|
| <b>ACTIVITY</b>               | Oregon Wine Touring Guide 2021-22  |
| <b>STRATEGIC OBJECTIVE(S)</b> | Wine Tourism, Brand Equity   |
| <b>OVERVIEW</b>               | <ul style="list-style-type: none"> <li>• Fifth edition of the Oregon Wine Touring Guide, a comprehensive statewide resource to facilitate and incentivize Oregon wine country visitation</li> </ul>  |
| <b>STATUS</b>                 | <ul style="list-style-type: none"> <li>• As of early April the 2021-22 Oregon Wine Touring Guide has been printed and is in distribution.</li> </ul>   |
| <b>TIMING</b>                 | <ul style="list-style-type: none"> <li>• Apr. 2021 – Print edition released for wineries, tourism businesses, and individuals nationwide.</li> <li>• Ongoing – Print distribution via proactive and reactive shipping, tourism rack distribution and other avenues ongoing throughout 2021-22</li> <li>• Feb. 2022 – Digital Touring Guide refresh released</li> </ul> |



## Update from the Northwest Center for Small Fruits Research – Early Spring 2021

- 1) **Request for NCSFR Applications Review Ongoing.** Submissions to the 2021 Northwest Center for Small Fruits Research (NCSFR) Request for Applications (RFA) are currently in review with final funding decisions expected by July. Around 30 new proposals were submitted during this cycle of funding.
- 2) **Updated NCSFR hiring:** As of April 2021, there are two tentative offers made for the two berry breeder positions. Dimitre Mollov is the new Virologist in Corvallis, OR and will start May 24, 2021. Devin Rippner is the Prosser, WA-based scientist addressing viticulture soil science needs and will start April 12, 2021. Cedar Hesse, the technical support Computational Biologist in Corvallis, OR will also start April 12, 2021. The Precision viticulture position is currently vacant and there will be another scientist position added in Prosser, WA to work on the small fruits issues in semi-arid climates like Eastern Washington. The Mount Vernon technical support position for small fruit research selection process is ongoing; stay tuned for updates in late April or early May about ways to be involved in this hiring process.
- 3) **New vision for research funding.** Subcommittee members had their first meeting to streamline the 2022 RFA and better collaborate with individual grower groups and commissions to leverage funds for small fruit research needs in the Pacific Northwest. We appreciate all the industry involvement with this task of working together for a common good.
- 4) **Spring quarterly newsletter to come.** More details on industry, USDA funding, personnel, recently completed research, and upcoming events to come in that newsletter.