



APRIL 25, 2023

Oregon Wine Board Meeting Agenda

Virtual [Link](#)

Time	Topic	Documents	Leader
9 - 10:00 a.m.	Executive Session <ul style="list-style-type: none"> Oregon Wine Symposium DEI Annual employee review process 		J. King
10:00 a.m.	Public Board Meeting Opening		J. King
10 a.m. – 1 p.m.	Agenda <ul style="list-style-type: none"> Approve March 1 Board meeting minutes Research Committee (30 min.) <ul style="list-style-type: none"> Recommended slate of research projects for 2023-24 Vine mealybug Education Committee (30 min.) <ul style="list-style-type: none"> 2023 Oregon Wine Symposium recap DEBI Engagement for Board & Staff Finance Committee (60 min.) <ul style="list-style-type: none"> Funding request from Oregon Asian American Pacific Islander (AAPI) Food and Wine Event Organizers WVWA DEBI Council funding request OWS 2024 financial considerations Industry funding request guidelines 5-minute break Industry Partnership Committee (30 min.) <ul style="list-style-type: none"> Charter review and approval Designate IPC co-chairs Industry agenda items (25 min.) <ul style="list-style-type: none"> Robin & Danuta Pfeiffer: Oregon Wine Ambassadors Board succession planning 	<ul style="list-style-type: none"> Draft Board meeting minutes from March 1 2023 OWS recap DEI proposal (email) AAPI funding request WVWA funding request Recommended industry funding request guidelines Draft IPC Charter Oregon Wine Ambassador proposal Director succession planning analysis sheet 	<ul style="list-style-type: none"> J. King G. Jones C. Fauveau B. Stock M. Chambers T. Bramlett C. Gonzales Dr. M. Whitaker L. Cho P. Knudsen Cowles B. Gruber J. McKamey T. Danowski C. Fauveau J. King T. Danowski J. King D. Morris

ATTENDEES

Board

Justin King, Greg Jones, Donna Morris, Tiquette Bramlett, Bob Morus, Dennis O'Donoghue, Cristina Gonzales, Dionne Irvine, Gary Mortenson

Staff

Tom Danowski, Marie Chambers, David DeWitt, Celine Fauveau, Neil Ferguson, Linea Gagliano, Stacey Kohler, Bree Stock

Guests

Dr. Matthew Whitaker (Diamond Strategies), Lois Cho (Oregon AAPI Food & Wine Fest), Page Knudsen Cowles (WVWA), Scott Shull, Jessica Mozeico, and Morgen McLaughlin (WVWA), Jana McKamey and Brian Gruber (OWA)



MARCH 1, 2023

Board meeting minutes **DRAFT**

[Recording Link](#)

ATTENDEES

Board

Justin King, Greg Jones, Donna Morris, Tiquette Bramlett, Bob Morus, Cristina Gonzales, Dionne Irvine, Dennis O'Donoghue

Absent

Gary Mortensen

Staff

Tom Danowski, Marie Chambers, Celine Fauveau, Neil Ferguson, Linea Gagliano, David DeWitt, Stacey Kohler, Bree Stock

Guests

Gina Bianco (Rogue Valley Vintners), Justin Hoffman (OPC Steering Committee), Steve Thomson (Vice Chair, Intl. Marketing Committee, Howard Rossbach (President, NW Wine Coalition), David Millman (Intl. Marketing Committee), David Adelsheim (Intl. Marketing Committee)

MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 10:05 a.m.

MATTERS FOR DECISION

Review of meeting minutes

- The Board reviewed the Board meeting minutes from January 6.

MOTION: D. Morris moved that the January 6 meeting minutes be approved as submitted. D. O'Donoghue seconded. The motion carried 7-0 (C. Gonzales was absent until 11 a.m.)

MATTERS FOR DECISION

Education Committee

- The Board discussed the draft OWA/OWB 2024-26 Oregon Wine Symposium co-sponsor agreement.
 - M. Chambers highlighted the line item added by OWA without explanation restoring the traditional OWA ticket discount for its members. She raised the question about whether OWA envisions the customary reimbursement to OWB for that discount.
 - B. Stock summarized some concerns regarding locking the OWB in a three-year agreement due to possible limitations for future growth opportunities of the OWS and how those costs would be shared.

- The Board agreed to discuss in April whether to specify a breakeven threshold, or some other return on OWB's investment, and if other pricing and event scheduling possibilities should be considered further as cost reductions.

ACTIONS:

OWB Directors will discuss among themselves, in advance of the April 25 Board meeting, OWB's net financial expectation from the 2024 Symposium.

M. Chambers will summarize a few key financial measures from past Symposia.

The Board agreed to move forward with previously agreed upon commitments for OWS in 2024 while working towards a final agreement with OWA.

Chartering the Industry Partnership Committee

MOTION: G. Jones motioned that the OWB Board of Directors establishes the Industry Partnership Committee. D. Morris seconded. The motion carried 7-0.

ACTIONS: A final committee charter will be on the Board's April 25 meeting agenda for approval following the committee's review of the latest draft on March 9.

Industry Grant Requests

- G. Bianco, Rogue Valley Vintners, Executive Director gave the Board a recap of the Wine Enthusiast Magazine Wine Star Event.
- J. Hoffman, Oregon Pinot Camp Steering Committee member, discussed the OPC grant request.

MOTION: D. O'Donoghue motioned that the OWB award \$5,000 to OPC to cover the costs for one Pennsylvania Liquor Control Board employee to attend the OPC Camp and the proceeding OWB Summer Tour. G. Jones seconded. The motion carried 8-0.

International Marketing Committee

- B. Morus, along with Steve Thomson, Howard Rossbach, David Millman, and David Adelsheim, presented an overview of the International Marketing program.
 - Topics discussed were global demand dynamics relevant to Oregon, target markets, funding for export activities, grant funding, participation, programs and activities, and staffing and committee structure.

Research Committee

- G. Jones gave a brief update on the research committee proposals received and the review process.
 - On April 25, the Research Committee will present to the Board the recommended slate of research projects for 2023-24.



MOTION: T. Bramlett moved to approve Elizabeth Clark to serve as the Research Committee's Vice Chair. D. O'Donoghue seconded. The motion carried 8-0.

Finance Committee

- M. Chambers presented and discussed the 2022-23 financials through January 2023.
 - There has been a delay in collecting OWB's grape assessment income, largely due to OLCC's conversion to a new online reporting and payment option.
 - Expenses are coming in either on budget or budget.

MOTION: D. Morris moved that the 2022-23 Balance Sheet and P&L Report through January 2023 be accepted as submitted. D. O'Donoghue seconded. The motion carried 8-0.

- M. Chambers presented and discussed the 2023-24 Draft Budget
 - M. Chambers highlighted several 2023-24 budgeting considerations along with programming priorities.
 - The draft budget included industry input received via written input forms and extracted during three all-industry budget dialogue sessions held on December 13, 2022, January 10, 2023, and February 17, 2023.

MOTION: T. Bramlett moved that the 2023-24 Draft budget be approved as submitted as showing \$2,579,057 in income and \$2,950,187 in expenses. G. Jones seconded. The motion carried 8-0.

MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 12:42 p.m.

March 1, 2023

Executive Session

9 – 9:45 a.m.

- Discussion of OWB Director succession planning needs for 2024 and beyond. The Executive Committee of the OWB will reach out to the OWA/OWB Joint Nominating Committee to review the current status, and future OWB Director needs in advance of their search and nominations to the Governors Appointment office.
- OWB Directors discussed the need and desire for the OWB to re-engage with DEI work for the staff and the Board during the 2023/2024 fiscal year. The Board proposed that Directors Tiquette Bramlett and Cristina Gonzales, as Education Committee chairs, work together with Bree Stock, as Education Director, to recommend consultants and approach to this work/training for an upcoming OWB Director meeting (hopefully targeting the June 2023 meeting).

Oregon Wine Board
Profit and Loss - Symposium 5-yr History
July 2017 - June 2022

	In-Person Feb-18	In-Person Feb-19	In-Person Feb-20	Virtual Feb-21	Virtual Feb-22	In-Person Feb-23	Total
Income							
4310 Symposium Revenue	261,215.57	315,449.99	332,930.08	112,326.01	101,051.39	264,569.00	1,387,542.04
Expenses							
2E000 Industry Education.							-
E100 Symposium							-
E101 Audio/Visual	46,745.00	46,270.00	50,393.00	15,200.00	25,000.00	62,762.00	246,370.00
E102 Soiree	19,946.90	20,215.63	20,000.00				60,162.53
E103 Facility	35,388.00	22,882.00	59,948.85			59,670.00	177,888.85
E104 Food and Beverage	104,199.22	130,517.19	93,158.18			51,545.00	379,419.59
E105 Materials, Fees, Misc	4,572.13	7,039.28	20,587.49	654.71	10,869.85	6,919.00	50,642.46
E106 Photography	1,525.00	2,600.00	2,275.00				6,400.00
E107 Registration	17,586.51	17,450.85	20,286.98		155.00	10,711.00	66,190.34
E108 Spanish Translation	3,500.00	3,622.50	4,700.00	2,100.00	2,752.50		16,675.00
E109 Speakers	43,981.63	39,198.97	21,549.85	2,700.00	600.00	23,997.00	132,027.45
E112 Marketing	2,721.93	9,309.21	5,805.58	6,273.90	2,837.12	2,546.00	29,493.74
E113 Event Management							
Contractor	78,750.00	71,983.75	87,250.00	69,557.00	62,145.00	80,590.00	450,275.75
Total E100 Symposium	358,916.32	371,089.38	385,954.93	96,485.61	104,359.47	298,740.00	1,615,545.71
Net Income	(97,700.75)	(55,639.39)	(53,024.85)	15,840.40	(3,308.08)	(34,171.00)	(228,003.67)
Total Tickets Sold	1,178	1,495	1,536	1240	890	1287	
Total OWA Member Discounted Tickets	218	438	395				

DEBI/JEDI Training

On Apr 11, 2023, at 9:28 AM, Bree Stock <bree@oregonwine.org> wrote:

Hello Justin and Tom,

Tiquette, Cristina, and I met with Dr. Whitaker of Diamond Strategies on Friday to discuss DEBI/JEDI training for the OWB staff and board. Diamond Strategies ongoing work with the WVWA puts it in a unique position to be able to swiftly understand our industry and create surveys and workshops that will best address our industry biases.

It was also raised a need to recommit to the [OWB Commitment to Change 2020](#) objectives and equity statement on the OWB About page, survey the industry to be able to provide much needed DEBI training to producers and staff across the state. The first proposal is to level set at the staff and board level since there are so many new staff and board members. I provided Dr. Whitaker with the program that Clinton Street Consulting provided to the board and staff in 2020 and also with the recent labor survey for background.

I have extracted the meat of the proposal and have attached the full proposal for your review. [Diamond Strategies OWB DEBI Proposal Selected Trainings and Facilitations Catalogue](#)

Phase 1: c.\$12,000

- a. Conduct a base-line DEBI assessment of OWB and provide suggestions for the preparation of appropriate training, and sustainable strategic plan, based upon general best practices and OWB' unique industry needs.
- b. Provide concurrent training for Board (1 quarterly), Management and Staff (1 monthly), and stakeholders (as needed).
- c. Facilitate the recalibration of your DEBI Committee and/or general DEBI efforts to align with emerging industry/regional DEBI design imperatives.
- d. Begin facilitation of One-on-one discussions, focus groups, townhalls/listening sessions, and other activities as needed.
- e. Additional meetings as needed to support the activities and goals above.
- f. Estimated timeline: April 2023 – September 2023

2. Phase II: c.\$12,000

- a. Assist the OWB in developing a DEBI strategic plan, with the appropriate metrics, to ensure ownership, accountability, and success.
- b. Facilitate ongoing training, workshops, listening sessions, and other activities as needed to support the activities and goals stated above.
- a. Guide OWB as it begins to implement its DEBI action plan.
- a. Estimated timeline: October 2023 – April 2024

Phase III: \$15,000+ depending on number of in-person workshops regionally or if these workshops are supplemented by producer attendee ticket costs.

Our organizational non-profit fee structure is based upon a \$500.00 hourly rate, plus reimbursement for travel, lodging and meals (at a per diem rate of \$80 per day for each day that each consultant provides services). Payments and reimbursements would be paid following the submission of appropriate monthly invoicing. Our hourly rate includes overhead, benefits, and associated "Self-Employment" taxes. Two hours of preparation, and two hours of presentation, would cost \$2,000.00.

Some of our clients prefer to pay us a recurring monthly amount, for more broader, more long-term, wide-ranging work, at a 20% discount, rather than having us tally hours and them having to track them.

For example, WVWA pays a \$2000/month fee ongoing (given that we are asking for the whole state-wide work our monthly payment could be \$3000/month) plus any covering of travel and food stipends. You can view some of the recordings of conversations that WVWA has done with Diamond Strategies [Attend a Training \(willamettewines.com\)](http://willamettewines.com)

The benefit of this option is that our clients are not limited by a certain number of hours of work @ \$500.00 per hour. They get access to us 24/7 (unlimited) advising, training, facilitation, coaching, planning, community outreach, etc., at an overall lower cost. Our clients get far more hours for less money. We benefit from knowing that our work with clients will be ongoing and sustainable, which is well worth the reduced rate.

Please note, however, that we work with our clients to formalize rates that their budgets can accommodate the needed work.

I can also invite Dr. Whitaker to attend the April board meeting, if you would like him to be present for any questions from the board.

Please let me know if you have any additional questions at this point in time or reach out to Tiquette (who was on the WVWA DEBI committee and worked closely with Dr. Whitaker on the WVWA programming) or Cristina.

OWB Grant Application

Oregon Asian American Pacific Islander (AAPI) Food & Wine

Statement of Purpose

Grant request for \$3,000 to **Oregon Wine Board** for the Oregon Asian American Pacific Islander Food & Wine Fest

Goals and objectives

Advance diversity in the wine industry, increase visibility of Oregon wine, represent diverse backgrounds and amplify minority-owned Oregon wineries.

Organizational Background

The Oregon Asian American Pacific Islander (AAPI) Food & Wine corporation was founded with the fourfold mission to:

1. Advance diversity in the wine industry by attracting global attention to Oregon's AAPI winemaking and culinary talent
2. Empower the AAPI individuals that make the state diverse and delicious.
3. Educate the public with non-traditional food and wine pairings
4. Support community organizations that promote diversity in the food and wine industry and beyond

The organization aims to achieve this goal by hosting an annual food and wine festival in Willamette Valley wine country with winemaker dinners in Portland during May. May happens to be Oregon Wine Month and AAPI Heritage Month. The benefits of promoting these two celebrations concurrently would help with Oregon wine country's marketing efforts to increase visibility of Oregon Wine during Oregon Wine Month, to bring a diverse demographic to wine country, contribute to the brand equity of Oregon wine, as well as promote Oregon Wine Board's commitment to Diversity, Equity and Inclusion by enhancing the reputation of Oregon wine globally.

Asian Americans and Pacific Islanders make up the fastest growing racial ethnic group in the United States: 25.6 million people in 2022, 8% of the population, according to Nielsen. Despite the rapid growth of this influential market segment, AAPI wine professionals are still one of a handful of professionals in the room.

When we founded Oregon AAPI Food & Wine in February 2023, we were aware of five AAPI owned wineries. Since then, that number has grown to eight. With press coverage since our press release on March 30, 2023, more wineries have come forward stating that they are AAPI owned: CHO Wines, Elevee, Evening Land Vineyards, Hundred Suns Wine, Landmass Wines, Quailhurst Vineyard Estates

Although there are less than ten AAPI owned wineries in Oregon that we are aware of, we believe this number can grow with greater visible representation, contributing to Oregon's wine brand equity. There is increasing media coverage of events that promote diversity and increased efforts to amplifying Asian American Pacific Islander voices in response to Asian hate crimes, exhibited by the positive response this event has received since our press release on March 20, 2023.

Released Press coverage:

March 20, 2023 - [Portland Business Journal](#)

March 21, 2023 - [Wine industry Advisor](#)

March 21, 2023 - [KoreaDaily](#)

March 22, 2023 - PDX Today Newsletter

March 24, 2023 - [Eater PDX](#)

March 25, 2023 - AJ Wein Notes

March 31, 2023 - [Oregonian/Oregon Live](#)

March 31, 2023 - [NW Wine Report](#)

April 4, 2023 - [Travel Oregon](#)

Upcoming press coverage:

Wine Business Monthly

Oregon Wine Press

May-June Issue - 1869 Magazine

May 2, 2023 - Hello! Rose City (KGW)

May 18, 2023 - KATU

May - **NBC Nightly News**: CHO Wines feature

Methods and Strategies

Since the organization was founded on February 14, 2023, we have gathered a list of AAPI owned wineries. This list continues to grow as winery owners and winemakers with AAPI heritage have been coming forward. Current list of AAPI Owned and Operated Wineries: CHO Wines, Et Fille, Elevee, Evening Land Vineyards, Hundred Suns Wine, Junichi Fujita, Landmass Wines, Quailhurst Vineyard Estate, Shiba Wichern. The organization will gather membership from AAPI owned food and wine businesses.

We, the board of Oregon AAPI Food & Wine, believe that our goals for the Oregon AAPI Food & Wine Fest align with the Oregon Wine Board's mission and goals as follows:

Build the brand equity of Oregon Wine

Supporting the strategic expansion of our state's wine brands

Representation in programs & partnerships: We will ensure diverse race and gender representation in messaging across all audiences and channels

Amplify voices: We will collect and maintain a list of minority-owned Oregon wine businesses, and we will work with our partners to amplify minority-owned tourism businesses. We will share these resources through media relations and with our consumer audience.

Plans are underway for the first Oregon AAPI Food & Wine Fest, a two-day food and wine festival on May 20 and 21 from 11am to 5pm at the Stoller Family Estate Experience Center in Dayton. The first annual event of its kind is taking place in the Pacific Northwest during Oregon Wine Month and Asian American Pacific Islander (AAPI) Heritage Month where attendees can enjoy curated bites from AAPI Owned Portland Restaurants and Willamette Valley Wineries.

Our current projected revenue for this year's first event. We have room for 1000 attendees over the two days including vendors, media, sponsors, and volunteers.

Budget Breakdown

Expenses	
Eventbrite Ticket processing fees = \$6.06 x 886*	\$5,369.16
Wine sample budget (based on avg \$45 bottle)	\$10,800
Chef stipend/catering	\$15,000
Venue budget	\$13,000
Tent set-up	\$8,000
Vendor Signage	\$70 x 10 = \$700
GoVinos	\$3,278
Rentals: Table linens	\$1,500
Printing costs (passport for tastings, signage)	\$500
Insurance	\$680
Name tags for vendors	\$25
Handwashing stations for chefs	\$700
Permit fees	\$275
Plates/utensils/napkins	\$3500+\$1000++\$30
Signage, A-frames	\$1000
Ice chest + ice	\$1000+\$500
TOTAL	\$66,777

Profits	
Ticket Revenue = \$65 x 886	\$57,590
Sponsorships	\$6,000
	\$63,590

*Accounting for 30 vendor spots, 50 volunteers, 30 possible sponsor tickets and 30 possible media tickets, 886 guests can be accommodated.

Plan of Evaluation

Date by which organization will report how funds were used: May 31, 2023

I certify that this request has authorization from the requesting organization's Board of Directors or other governing body.

The requested Grant would go toward production of the above event and taking steps to make this a sustainable event. By increasing visibility of this event, we can get a better roster of AAPI owned businesses and promote diversity in the Willamette Valley industry. Costs would go directly toward production costs and OWB would be notified of the final financials from the event and where the funds were allocated. The event aligns with Oregon Wine Board's marketing goals to increase visibility of Oregon Wine during Oregon Wine Month and the board's commitment to diversity via representation and amplification.

Oregon AAPI Food & Wine is a non-profit corporation founded on February 14, 2023 as a public benefit corporation, amended to mutual benefit corporation on March 1, 2023 as a 501(c)(6) under the Internal Revenue Code.

EIN: 92-2348230

Make checks payable to:
Oregon AAPI Food and Wine
22047 SW Fisk Ter
Sherwood, OR 97140

Requestor name: Lois CHO

Requestor email: lois.cho@oregonaapifoodandwine.com



FEBRUARY 27, 2023

To the Oregon Wine Board of Directors:

On behalf of the Willamette Valley Wineries Association's Diversity, Equity, Belonging and Inclusion (DEBI) Council, we are recommending OWB's continued and sustained funding for the annual Oregon Wine Industry Salary Survey.

We believe one of the most important features of the Oregon Wine Industry Salary Survey is that it is the only Oregon-wide summary that provides reporting and transparency on compensation by wine industry job type that can be used in alignment with the [Wine Business salary survey](#). The WVWA office receives numerous requests for this type of data during the year, and every year we share the results of the survey. Like the OWB, we include the survey as an evergreen resource in our membership portal.

We view the Oregon Wine Industry Salary Survey very much like the Oregon Vineyard and Winery Survey. These types of state-wide surveys are very important to identify the gaps and areas of opportunity in our industry.

In the "what's next" category, beyond the survey results themselves, are finding ways to eliminate the clear gender pay gap in our wine industry and identifying creative ways to provide more employee support. The WVWA DEBI Council considers this a critical issue for our community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Page'.

Page Knudsen Cowles
Board Director and DEBI Council Chair, Willamette Valley Wineries Association

Morgen McLaughlin

Morgen McLaughlin
Executive Director, Willamette Valley Wineries Association

Willamette Valley Wineries Association
10200 SW Eastridge Street, Suite 218
Portland, Oregon 97225

willamettewines.com
@wwines



Suggested guidelines for future requests by industry associations for \$ from OWB

Directors will want to consider their policy on evaluating unbudgeted funding requests from the industry in the future. Directors could begin drafting a motion now in advance of the March 1 Board meeting that factors in some of these elements:

- Written requests would be necessary for amounts in excess of \$500; these require Wine Board approval in a public meeting
- Requests are required a month in advance of the next posted OWB public meeting; initial review will be done by OWB Finance Committee
- Requests are to be submitted by the Boards of industry non-profit organizations and associations
- OWB Directors will consider requests in excess of \$500 if the annual budget is in surplus or if money remains available in the previously Board-approved line-item amount for grant awards
- Awards are limited to one per fiscal year per requesting organization or association
- Maximum amounts to be awarded can be determined and amended anytime at the discretion of the OWB
- Awards require some level of hard dollar investment by the requesting organization
- If awarded funding, the requestor agrees to present a recap of program or event results upon OWB's request
- Organizations seeking OWB funding should detail out the ways in which the request supports OWB's statewide objectives in either Education, Marketing, Research or Communications



INDUSTRY PARTNERSHIP COMMITTEE (IPC)

Committee charter

I. Purpose of the Industry Partnership Committee

The primary purpose of the Industry Partnership Committee (IPC) is to provide a structured feedback loop between OWB and industry associations, as well as provide a scheduled, safe space for open, free-flowing discussion in forums and task groups that offer insights for OWB programs. IPC meetings should result in an agreement on how to approach a wide array of topics, including, but not limited to, communications, marketing, education, industry insights, business research and analysis, and consumer information.

The IPC also provides a forum where all marketing and advocacy associations involved in the growth of the Oregon wine industry can share their priorities and mutualize our efforts.

II. Committee responsibilities

The Industry Partnership Committee makes recommendations on OWB programming and budget allocation based on association and regional perspectives and priorities, as well as OWB's goal to serve the broad Oregon wine industry, including industry members not represented by an association.

The Committee can make recommendations, identify gaps, and agree on tactics and joint efforts in the following areas.

- OWB budget allocations
- Communication plans
- Trade and consumer marketing activities
- Business research and analysis
- Viticulture and enology research priorities, technology shifts
- Industry and consumer research
- Surveys
- Education

III. Committee membership & structure

Committee members must attend meetings in their area of expertise and desired input with a statewide vision of positive outcomes.

Chair and Co-Chair:

The Chair and Co-Chair will preferably be from different regions.

The Chair is appointed by the OWB of Directors. The Chair position will be held by an Oregon Wine Board Director. New chair appointments take effect at the first IPC meeting of the calendar year.

The Co-Chair is recommended by IPC members and confirmed by the Oregon Wine Board of directors. The Co-Chair position will be held by an industry association board director and is preferably a grower or winemaker. New Co-Chair appointments take effect at the first IPC meeting of the calendar year or the earliest possible date.

The Chair and Co-Chair will jointly convene and preside over all Committee meetings, they will act as the primary point of contact for the OWB Board and staff. They are responsible to bring IPC recommendations to the OWB board of directors in a timely fashion.

OWB staff

- **Industry relationship staff** will facilitate the meetings and provide administrative support (work with IPC Chair/Co-Chair to set agenda, and meeting schedules, set up meetings, gather future agenda items, take minutes, etc.). OWB will communicate relevant IPC outcomes to the industry via the Grapevine.

Marketing and Advocacy Associations

- Associations will request to be members of the IPC. Their application is approved by OWB Directors.
- Each association will identify up to two representatives. The association director will participate if possible.
- Specialists: Members of the associations or staff can be appointed by each industry association's board to act as program specialists who can provide their expertise in marketing, media relations, education, vit & eno research, industry research, and surveys.
- IPC member associations will communicate and amplify the work and activities of the IPC, this will include non-members, when possible.
- Associations will make sure they have the best interest of the geographical region while also representing their members. OWB will also communicate IPC's work to the statewide industry to ensure all feel represented.

Independent industry members

Industry members not affiliated with an association can apply to sit on the IPC through an application form. Applications will be submitted to the IPC Chair and Co-chair, who will determine grant membership. Applicants must currently be working in the Oregon wine industry. There is no maximum term length for members of the IPC.

Special guests, specialists, or experts

Extraordinary speakers may be invited periodically to allow committee members to learn more about relevant issues confronting the industry to support the mission and goals of the IPC. They will act as advisors to the IPC. The IPC meetings will not replace all industry forums.

IV. Meeting Frequency and agenda

A monthly meeting cadence for the year will be set at the beginning of the calendar year. The agenda of each meeting will align with OWB's decision-making schedule. Preparation material will be sent prior to meetings, participants will be expected to attend prepared. Time will be allowed in each meeting for industry requests unrelated to the agenda. To ensure no valuable feedback or idea is lost or forgotten, a proposal will be made to address and or re-evaluate these requests at the most appropriate time.

At the beginning of the calendar year, a retro-planning will be proposed by OWB Staff and refined with IPC members to make sure the feedback forum is planned to allow sufficient time to provide, discuss and incorporate feedback. The IPC may form specific working groups and subcommittees or assign specialists consistent with agenda items.

Unforeseen events and crisis situations

Unless the severity of the event requires overruling the agenda of the meeting, crisis or unusual circumstances will be briefly discussed and a separate meeting will be scheduled to address the situation. In the case the severity of the situation requires overruling the agenda, the decision will be made to reschedule the current meeting to make sure the feedback platform is still provided.



V. Accessibility of IPC's work

To comply with the OWB's commitment to transparency and disclosure, IPC meetings will be open to Oregon wine-grape tax-paying constituents and guests. IPC meeting notes will be made available to Oregon wine industry members following approval by the committee. The IPC may, on occasion, meet privately to discuss certain agenda items that require confidentiality. In such instances, meeting notes will reflect the substance of those conversations.

VI. IPC Charter modification

IPC may propose changes to this Charter occasionally to establish such rules as may be appropriate or necessary to facilitate the conduct of the IPC as we work together. Ratification and adoption of proposed changes to this Charter will require a majority vote of the IPC membership and review by the OWB.

OREGON WINE AMBASSADOR

Proposal

By Danuta and Robin Pfeiffer

For the past forty years, we have been involved in the Oregon wine industry planning, planting, growing, making and serving their highly-prized wines. One of our highest accolades was having our 2006 Pinot Noir Blue Dot Reserve served at President Barack Obama's first private inaugural dinner.

As one of Oregon's grape-growing pioneers, our 70-acre vineyard, winery and tasting room soon became known as the "Gem of the Willamette Valley," leading the way for the expansion of other vineyards and wineries. Eventually we were instrumental in the establishment of the region's first AVA, the Lower Long Tom.

For years, Robin chaired the OWB nominating committee, and together with Danuta, we participated annually in the Oregon Wine Symposium, attended state-wide board advisory meetings, mentored new growers, and marketed, publicized and promoted Oregon wines around the world.

Overview

We are pleased to submit this proposal to the Oregon Wine Board for designation as Oregon Wine Ambassadors in order to help achieve its goals "to enhance the reputation of Oregon wine with increased global awareness." This can be accomplished by telling Oregon's wine stories to a wide tourism market through our international travels.

The Objective

To promote and advance the reputation of Oregon Wine to a global tourism market by:

- Launching Oregon wine presentations to international cruise lines in conjunction with the OWB brand guidelines
- Promoting the quality and range of the Oregon wine brand through onboard tastings
- Creating strong international partnerships with wine tourism leaders and organizations

The Opportunity

As the 2023 recipients of the Oregon wine industry's *Lifetime Achievement Award*, and having recently retired from forty years of growing and making award-winning wines through our estate vineyard and winery, we are uniquely positioned to help the OWB achieve its legislated goals to promote Oregon's wine-grape growing and winemaking industries. We hope to achieve these goals through our national and international travels by:

1. Establishing an official Oregon Wine Ambassador program
2. Promoting the Oregon wines through partnerships with tourism markets
3. Delivering educational, informational Oregon wine tastings and programs to international tourists on cruises and land-based tours

The Plan

- Recommendation #1: The OWB approve an unpaid, official Oregon Wine Ambassador position
- Recommendation #2: The OWB announces the position in a link to the OWB website
- Recommendation #3: The OWB allows use of educational resources and support to solicit sample wines
- Recommendation #4: The Pfeiffer's create on-going partnerships with travel markets

- Recommendation #5: The Pfeiffer's may utilize OWB guidance, PowerPoints, and peripherals in the design of their promotions and presentations
- Recommendation #6: The Pfeiffer's deliver wine tasting presentations on dedicated cruises and tours

OUR PROPOSAL

We are well-established for this position. We are informed, knowledgeable, hospitable, and comfortable with public speaking and experienced with international wine presentations. Over the past 15 years, we have promoted our wines in China, twice, and made shipboard presentations on six European river cruises, and four cruises to the South Pacific. To date, we have reputable connections with three luxury cruise lines and a travel agent who negotiates on our behalf.

We have the unique opportunity to tell Oregon's story to "captured audiences" on small, high-end, luxury cruise lines and land-based tours that attract well-heeled international wine-loving travelers and expose them to Oregon as their next wine destination.

Rationale

Taking Oregon's wine story to international travelers is in line with OWB's marketing and communications strategic plan "to elevate the esteem of the Oregon Wine brand globally, and to "champion high value, engaged and sustainable wine tourism statewide."

- Research suggests that Oregon wine has room to grow on the world stage
- Market opportunities show Oregon in prime position to expand internationally
- The ambassador program is in alignment with OWB's mission and vision
- Shifting consumer demographics makes direct contact with international tourists increasingly valuable
- Small luxury cruise lines appeal to sophisticated, international travelers who invest in fine dining and fine wines

Execution Strategy

Our travel agent frequently makes industry inquiries regarding the need for shipboard presentations or land based travel presentations. These presentations usually include full passenger attendance for wine-tasting presentations in the ships' Grand Salons or Theatres, and separately small group tastings or "wine clinics," in more intimate settings. Here, we introduce the Oregon brand, history, anecdotes, business cards, pamphlets, and of course, the wine!

The cruise line pays for the shipment of the wines approximately three-months in advance where they are kept in a climate-controlled area by the ship's sommelier. The cases of wine required can range from 12 to 20 depending on the passenger list. We suggest representing 3 Oregon wines per trip, preferably a white and a red of their choosing.

Typically, the ship supplies the food pairings, service, wine glasses, and theatre screens during an informative, entertaining 40-minute presentation.

Reviews and evaluations of the ships' presentations are available at the end of the cruise.

Conclusion

We look forward to supporting the efforts of the OWB to market, enhance and promote Oregon wine to a global audience of international travelers. We are confident we can meet the challenge of elevating the Oregon wine experience to sophisticated global tourists and look forward to partnering with the Oregon Wine Board as Oregon Wine Ambassadors.

Thank you for your consideration of this proposal. Feel free to contact us with questions or suggestions at Pfeiffer.danuta@gmail.com or rpfeiffer101@gmail.com or call us at 541-998-8141.

Oregon Wine Board Director Succession Planning

YEAR	2024 Needs	2023	2022	2021	2020	2019	2018	2017	2016	2015*	2014*
BUSINESS ANALYSIS											
<i>Large Winery (100k+)</i>	<i>up to 1</i>	2	3	3	3	3	3	3	1	1	1
<i>Sm/Med Winery</i>	<i>1 or 2</i>	6	5	5	5	4	4	4	6	5	5
<i>Grower</i>	<i>need 1</i>	1	1	1	1	2	2	2	2	3	3
REGIONAL ANALYSIS											
<i>Willamette</i>	<i>1</i> D. Morris	4	5	5	5	5	5	5	4	4.5	4.5
<i>S. Willamette</i>		1	1	1	1	1	1	2	2	2	2
<i>Eastern OR/Gorge</i>	<i>1</i> R. Morus	1	1	1	1	1	1	0		0.5	0.5
<i>Umpqua</i>		1	1	1	1	1	1	1	1		
<i>Rogue</i>	<i>D. O'D</i>	2	1	1	1	1	1	1	2	2	2

NOTES

*13, 14, 15
split Bartholomew
between WV & Gorge

2024 Business

Skill Needs on Board

1. International Marketing and Distribution Experience as Bob Morus rolls off.
2. DTC, Marketing and General Management experience as D. Morris and B Morus roll off
3. Grower experience as D. O'Donoghue rolls off.
4. Governance, strong general management as O'Donoghue, Morus and Morris roll off
5. Other, financial management and board experience



OTHER UPDATES

- Community Benchmark Proposal
- Education Committee
- Trade Marketing
- Insights & Industry Relations



Please click the link below to review the OWB & Community Benchmark Path Forward Proposal from John Keleher

[OWB Proposal Summary Present](#)



MARCH 2023 BOARD PACKET

Education update

Prepared by: Bree Stock, OWB Education Director

Oregon Wine Symposium 2023 review documents and 2024 decision making

Strategic objectives

Advance collective intelligence in support of growing, making, and selling quality wines

Harness statewide strength to unite and empower the Oregon wine industry

Define, protect and promote the reputation of Oregon wine

Status

Event is completed and highly successful according to survey satisfaction. [View recorded seminars](#)

Final financial report still being completed but should be available by the 25th of April for presentation.

[Here](#) is the link to the Post-Event Documents. Below is a list of what is included in these documents and direct links to some of the key documents:

- Draft Reconciliation Reports
- Final Reconciliation Report
- Invoices
- Marketing Files
- Photos
- Project Report
- Registration Files
 - [Final Registration Report](#)
 - Opt-in list (in PDF and in excel)
- Sponsorship Files
- Survey Results
 - [Attendee Survey Results](#)
 - Speaker Survey Results
 - Sponsor and Exhibitor Survey Results
- Event Playbook
- [Event Recap Slides](#)



Next steps and timing

2024 Financial agreement to be agreed upon by OWA and OWB

Recommendation to increase education budget and include budget for tasting

Recommendation for OWB board to approve to alteration of programming to a 1.5 day symposium

Social Enterprises contract to be signed

Oregon Wine Month 2023

Strategic objectives

Market expansion and promotion of Oregon wine to trade

Define, protect, and promote the reputation of Oregon wine globally

Engage with trade influencers and importers to increase availability of Oregon wine

Overview: Share and Register for webinars:

International:

Earth Day with WSET webinar April 19

London Trade tasting with WSET April 27

2023 Webinars:

- Webinar #1: Sparkling Oregon – April 17, 11 a.m. PST | [Register](#)
- Webinar #2: Regional Whites – April 24, 11 a.m. PST | [Register](#)
- Webinar #3: Regional Reds – May 15, 11 a.m. PST | [Register](#)
- Webinar #4: Understanding the Soils & Climate May 22, 11 a.m. PST | [Register](#)

Status

- 250 registered attendees, mostly trade
- Wine selections to be made and shipped to London

Next steps and timing

- Content development of OWM masterclasses with regional input

Specialty Crop Block Grant: OWB partners with Community Benchmark and WISE Academy

Strategic objectives

Advance collective intelligence in support of growing, making, and selling quality wines

Harness statewide strength to unite and empower the Oregon wine industry

Overview



Define, protect and promote the reputation of Oregon wine

Overview

Based on the Wine Business Monthly salary and labor survey this is fourth year of the survey that provides essential benchmarking and salary information to producers and industry.

Status

2023 survey completed and presented at the Oregon Wine Symposium

The symposium platform provided producers an opportunity to see the current market trends and provided a platform to allow producers to complete the survey before the next webinars in March and April.

[April webinar](#)

Next steps and timing

Request from WVWA to continue the salary and labor survey with the possible addition of expanding the qualitative data collection around compensation packages and other DEI and equity inquiry.

2023 DEBI Training for OWB Board Directors, staff and Commitment to Change industry work

Strategic objectives

Define, protect, and promote the reputation of Oregon wine globally

Overview

It was also raised a need to recommit to the [OWB Commitment to Change 2020](#) objectives and equity statement on the OWB About page, survey the industry to be able to provide much needed DEBI training to producers and staff across the state. The first proposal is to level set at the staff and board level since there are so many new staff and board members. I provided Dr. Whitaker with the program that Clinton Street Consulting provided to the board and staff in 2020 and also with the recent labor survey for background.

The base proposal and have attached the full proposal for your review. [Diamond Strategies OWB DEBI Proposal Selected Trainings and Facilitations Catalogue](#)

Phase 1: c.\$12,000

- a. Conduct a base-line DEBI assessment of OWB and provide suggestions for the preparation of appropriate training, and sustainable strategic plan, based upon general best practices and OWB' unique industry needs.
- b. Provide concurrent training for Board (1 quarterly), Management and Staff (1 monthly), and stakeholders (as needed).
- c. Facilitate the recalibration of your DEBI Committee and/or general DEBI efforts to align with emerging industry/regional DEBI design imperatives.



d. Begin facilitation of One-on-one discussions, focus groups, townhalls/listening sessions, and other activities as needed.

e. Additional meetings as needed to support the activities and goals above.

f. Estimated timeline: April 2023 – September 2023

2. Phase II: c.\$12,000

a. Assist the OWB in developing a DEBI strategic plan, with the appropriate metrics, to ensure ownership, accountability, and success.

b. Facilitate ongoing training, workshops, listening sessions, and other activities as needed to support the activities and goals stated above.

a. Guide OWB as it begins to implement its DEBI action plan.

a. Estimated timeline: October 2023 – April 2024

Phase III: \$15,000+ depending on number of in-person workshops regionally or if these workshops are supplemented by producer attendee ticket costs.

Our organizational non-profit fee structure is based upon a \$500.00 hourly rate, plus reimbursement for travel, lodging and meals (at a per diem rate of \$80 per day for each day that each consultant provides services). Payments and reimbursements would be paid following the submission of appropriate monthly invoicing. Our hourly rate includes overhead, benefits, and associated "Self-Employment" taxes. Two hours of preparation, and two hours of presentation, would cost \$2,0000.00.

Some of our clients prefer to pay us a recurring monthly amount, for more broader, more long-term, wide-ranging work, at a 20% discount, rather than having us tally hours and them having to track them.

For example, WVWA pays a \$2000/month fee ongoing (given that we are asking for the whole state-wide work our monthly payment could be \$3000/month) plus any covering of travel and food stipends. You can view some of the recordings of conversations that WVWA has done with Diamond Strategies [Attend a Training \(willamettewines.com\)](https://willamettewines.com)

The benefit of this option is that our clients are not limited by a certain number of hours of work @ \$500.00 per hour. They get access to us 24/7 (unlimited) advising, training, facilitation, coaching, planning, community outreach, etc., at an overall lower cost. Our clients get far more hours for less money. We benefit from knowing that our work with clients will be ongoing and sustainable, which is well worth the reduced rate.

Please note, however, that we work with our clients to formalize rates that their budgets can accommodate the needed work.



Status

Dr. Whitaker to answer any board questions

Board to decide on path forward with DEBI work and Diamond Strategies



APRIL 2023 BOARD PACKET

Trade relations update

Prepared by: David DeWitt

Oregon Wine Month 3-tier updates

Strategic objectives

Market Expansion, Brand Equity

Overview

Since 2012, the Oregon wine industry has celebrated Oregon Wine Month Annually in May as a promotional period of focused trial and awareness.

Status

The OWB has been in communication with regional and national trade partners to align efforts in the promotion and strategy to increase market share in targeted retailers. These efforts have been focused with association partners, wineries, and distributors to develop cohesive activation for May 2023 and beyond.

- OWB and numerous trade partners have been developing and executing programming nationwide.
- OWB has secured regional food promotional partners and non-profits for cause marketing to amplify efforts in 2023. We will work with these food partners on social media campaigns and trade incentives.
- All point of sales material has been distributed nationwide with larger orders than the previous year. Table tents have been the most popular item for all trade channels.
- The OWB will continue to request regional feedback on our shared outlined efforts to make OWM 2023 successful for all involved and schedule a recap meeting in July.

Next steps and timing

- Solicit trade activations and feedback.
- July recap meeting with Danny Brager – this will include sip source data from national depletions.
- Pair it Forward campaign submissions. National social media campaign with trade.

oregon
wine BOARD

April 13, IPC

OWB Process for receiving feedback and Input.

OWB values the contributions of industry associations and industry members.

Following the steps below ensures your concerns and insights are heard and properly considered during the year.

or.

1. You would like your idea to be discussed with the IPC

Send an email to OWB IPC lead to add your topic to the IPC agenda.

- ✓ Agenda items should pertain to OWB programs.
- ✓ Concepts and rough ideas such as “Deep dives” can be suggested as agenda items. The IPC will discuss how to structure these.
- ✓ Process improvement suggestions are always welcome.

Note:

- **New program** suggestions should be submitted using the input form on OWB Website.
- **Emergency requests** can be brought up during the IPC.
- A plan to address the emergency will be discussed.

2. You have a new request or idea with a clear business case.

Fill out [the input form on OWB's website](#),

<https://industry.oregonwine.org/marketing/>

<https://industry.oregonwine.org/education/>

<https://industry.oregonwine.org/research/>

All submissions are documented and can be presented to IPC members. After discussion, they may be evaluated for funding by the Oregon Wine Board of Directors in a future public meeting.

Here is a checklist to make sure your request will be considered for funding:

- ✓ Approved by the Industry Association Board when applicable.
- ✓ Includes detailed information: budget, timelines, and any relevant supporting data.
- ✓ Includes input from Association members to ensure that the topic is representative of industry views.
- ✓ Relate to the OWB's strategic plan.
 1. **Enhance the Reputation of Oregon Wine: Define**, protect, and promote the reputation of Oregon wine globally.
 2. **Deliver Knowledge & Insights:** Advance collective intelligence in support of growing, making, and selling quality wines.
 3. **Provide Leadership & Partnership:** Harness statewide strength to unite and empower the Oregon wine industry.

Example Submitted: Apr 13, 2023 at 10:18 am

Received from Willamette Valley Wineries Association

Describe in a couple of sentences the suggestion or request you'd like the OWB to consider.

In the past the Oregon Wine Board has been a member of the Wine Market Council with a staff member (Jess W.) on the WMC research committee.

After participating in a recent WMC tourism webinar, the WVWA noticed that the OWB is no longer a member of the WMC.

The WVWA would like to know why the OWB is no longer a member and if membership in the future is being considered. If the OWB will not be a member, the WVWA will consider membership based on the OWB feedback to have access to the WMC member-only market research studies.

Briefly summarize how this idea or suggestion supports the statewide grape growing and/or wine industry OWB is accountable to.

The WMC studies and presentations are valuable tools for the wine industry to provide trends on important industry issues including direct-to-consumer, tourism, and ingredient labeling.

Other states and regional associations are members of the WMC and is noticeable that Oregon and the Willamette Valley aren't members.

<https://winemarketcouncil.com/our-members/#trade-associations>