



August 12, 2021

Oregon Wine Board Meeting Agenda

Public Board Meeting Zoom link (register in advance):

<https://us06web.zoom.us/join/zoom-join?meetingRef=1234567890>

Time	Topic	Documents	Leader
9-9:30 a.m. (30 minutes)	Executive Session (see page 2 for statement) <ul style="list-style-type: none"> Annual staff performance evaluations 2022 Oregon Wine Symposium 		D. Morris
9:30-9:35 a.m. (5 minutes)	Break		
9:35-9:40 a.m. (5 minutes)	Meeting Opening <ul style="list-style-type: none"> Approve June 10 Board meeting minutes 	<ul style="list-style-type: none"> Draft minutes from June 10, 2021 	D. Morris
9:40-10:05 a.m. (25 minutes)	Matters for Decision <ul style="list-style-type: none"> Finance Committee (10 min.) <ul style="list-style-type: none"> 2020-21 Year-end financials DRAFT V&E Research 2022-23 RFA (15 min.) 	<ul style="list-style-type: none"> 2020-21 Balance Sheet 2020-21 P&L Statement V&E Research Committee update 	J. King M. Chambers J. Tosch J. Willey
10:05 a.m.-12:00 p.m. (1 hour, 55 minutes includes 10 min. break)	Matters for Discussion <ul style="list-style-type: none"> Research Committee Report (30 min.) <ul style="list-style-type: none"> Update on Steering Committee Charter Report on any supplemental funding for smoke sampling work Education Committee Report (20 min.) <ul style="list-style-type: none"> OWS 2022 update Industry Awards (10 min.) <ul style="list-style-type: none"> Sub Committee BREAK (10 min.) Marketing Report (20 min.) <ul style="list-style-type: none"> Website design project update Update on Oregon Wine Month 2022 implementation process Board Administration (30 min.) <ul style="list-style-type: none"> 2022 Board meeting dates & locations Industry Meeting Matrix update 2022-23 Planning & Budgeting Oregon Solutions update (5 min.) 	<ul style="list-style-type: none"> V&E Research Committee update Education update Industry Award definitions Marketing update 2022 Board meeting schedule Industry Engagement Matrix AVA/Regional Association contact list 	J. Tosch A. King J. Thommes J. Willey B. Stock E. Keegan T. Danowski K. McMurtry T. Danowski D. Morris J. King M. Chambers B. Morus D. Morris
12:00-12:05 p.m. (5 minutes)	Meeting Finalization <ul style="list-style-type: none"> Recap next steps 		D. Morris T. Danowski
	Matters for Noting <ul style="list-style-type: none"> Communications Update 		



August 12, 2021

Oregon Wine Board Meeting

ATTENDEES

Board

Donna Morris, Bob Morus, Justin King, Eugenia Keegan, Jason Tosch, Bertony Faustin, Remy Drabkin, Dennis O'Donoghue

Absent

Hilda Jones

Staff

Tom Danowski, Marie Chambers, Jess Willey, Kai McMurtry, Sally Murdoch, Bree Stock, Stacey Kohler

Guests

Anthony King, V&E Research Steering Committee, Jim Thommes, V&E Research Steering Committee

***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.

OREGON WINE BOARD MEETING MINUTES

JUNE 10, 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, Stacey Kohler, Kai McMurtry, Sally Murdoch, Bree Stock
- GUESTS:** David Beck (Co-Vice Chair, OWB Research Committee), Steve Thomson (Vice-Chair, International Marketing Committee), Robin Harkless (Oregon Solutions)

MEETING OPENING

Call to Order

Chair D. Morris called the Oregon Wine Board public meeting to order at 11:20 a.m.

Board Minutes

The Board reviewed minutes from the April 20 Board meeting.

E. Keegan moved that the April 20 Board meeting minutes be approved as submitted, with a spelling error correction. D. O'Donoghue seconded. The motion carried 9-0.

MATTERS FOR DECISION

Finance Committee

- M. Chambers presented the 2020-21 Balance Sheet and P&L report through the end of April 2021.
 - The balance sheet is reflecting the effect of the 2020 harvest on cash flow.
 - The P&L is on track to meet the year-end income and expense forecast, despite the unexpected 12% decline in income this year.
 - A year-end report will be presented at the August Board meeting.

D. O'Donoghue moved that the 2020-21 Balance Sheet and Profit and Loss Statement be accepted as submitted. J. King seconded. The motion carried 9-0.

Research Committee update

- Research Committee Chair J. Tosch updated the Board on the Research Steering Committee's work on developing a formal charter.
- J. Tosch asked for Board input on the Chair and Vice-Chair positions, including the appointments process, term lengths, and qualifications.

- J. Tosch spoke about the V&E research project playlist for 2021-22.
 - At the April 20 Board meeting the Board approved funding \$339,118 for seven continuing research projects in 2021-22.
 - One of the OWB's approved projects received funding from another, out-of-state grant-funding pool. J. Tosch requested the \$50,111 originally allocated to that gene editing project be reserved for smoke-related research in the event it is possible to sample grapes that are not affected by smoke this fall.
 - The Research Steering Committee will present updates at OWB's August 12 meeting on final project funding decisions made by other granting organizations and on the OSU proposal for grape sampling this fall.

E. Keegan made a motion to hold \$50,000 from the currently approved 2021-22 research budget to spend on smoke-related research during fall 2021 at the discretion of the Research Steering Committee. J. King seconded. The motion carried 9-0.

MATTERS FOR DISCUSSION

International Marketing Update

- International Marketing Committee Chair, B. Morus gave an update on the international programming.
 - B. Morus reiterated for the group that the international marketing committee is designed to meet two of OWB's strategic pillars; market expansion and brand equity.
 - Despite the challenge from the pandemic, the international marketing program has been ambitious.
 - Vice-Chair, S. Thomson emphasized the importance of wineries participating in events that build a presence in the international market for Brand Oregon which benefits the entire industry.

Communications Update

- S. Murdoch gave an update on the 2021 Crisis Communications Plan that included input from the Oregon Fire Marshal's Office, Travel Oregon, Professional Journalists, and a Media Trainer.
 - There will be crisis communication preparation exercises with a media trainer and industry spokespeople in the coming weeks to help ensure readiness and identify any process improvements, required to deal with unexpected events such as smoke-related incidents.
 - S. Murdoch also gave an update on the Pour it Forward campaign for Oregon Wine Month.
 - S. Murdoch updated the Board on ongoing results from the 2021 PR outreach plan, including broadcast TV winemaker spotlights and collaborations with regions such as RVV and New Zealand Winegrowers.

Oregon Solutions Update

- R. Harkless gave an update on the Oregon Solutions progress and issues that the Oregon Wine Industry has been focusing on.
 - Taxes - who pays, who benefits; a small working group has convened to work with OLCC on data collection.
 - OWB outputs and role, orientation to industry, objectives & goals.
 - Industry-wide transparency & communication.

Oregon Wine Board Meetings

- The Board Directors discussed meeting formats and dates for the remaining 2021 Board meetings and 2022.

OWB Staffing Update

- T. Danowski updated the Board on the recruitment efforts for the open Marketing position.

MEETING FINALIZATION

Chair D. Morris adjourned the Oregon Wine Board meeting at 1:20 p.m.

APRIL 20
EXECUTIVE SESSION
9:00 – 11:00 a.m.

The Oregon Wine Board Directors met in Executive Session to discuss annual performance appraisals and 2022 Oregon Wine Symposium.

BALANCE SHEET
FISCAL YEAR 2020-21
REPORTED AS OF APRIL 2021

OREGON WINE BOARD

	Jun-21	Prior Year End
ASSETS		
Current Assets		
Checking/Savings		
1000 · Umpqua Bank Checking	489,703	725,937
1050 · Umpqua Bank Money Market	648,902	648,577
1055 · Escrow		-
Total Checking/Savings	1,138,605	1,374,515
Total Accounts Receivable	38,171	70,024
Total Other Current Assets	-	-
Total Current Assets	1,176,775	1,444,539
Other Assets		
1250 · Prepaid Expenses	31,409	60,891
Total Other Assets	31,409	60,891
TOTAL ASSETS	1,208,184	1,505,430
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Total Accounts Payable	165,142	241,763
Total Credit Cards	4,568	11,310
Other Current Liabilities		
2120 · Accrued PTO Balance	42,841	-
2101 · Payroll Liabilities	-	9,875
2200 · Deferred Revenue	63,177	116,837
Total Other Current Liabilities	106,018	126,712
Total Current Liabilities	275,727	379,785
Total Liabilities	275,727	379,785
Equity		
3000 · Opening Bal Equity	13,493	13,493
3900 · Retained Earnings	1,104,172	991,227
Net Income	(185,209)	120,925
Total Equity	932,457	1,125,645
TOTAL LIABILITIES & EQUITY	1,208,184	1,505,430

PROFIT LOSS STATEMENT WITH BUDGET TO ACTUAL
FISCAL YEAR 2020-21
REPORTED AS OF JUNE 2021
PROFORMA REPORT

Modified Accrual	Annual Budget	Year to Date			Year End Forecast	Prior Year End
		Income & Expenses	Budget Earned	Budget Variance		
INCOME						
4100 · Grape Assessment (\$25/ton)	1,950,820	1,681,904	1,950,820	(268,916)	1,679,370	1,953,139
4200 · Wine Tax (2c/gal)	310,242	328,641	310,242	18,399	279,115	294,010
4300 · Program Revenue	13,680	(36,825)	13,680	(50,505)	(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	5,000	(3,032)	2,050	5,004
4600 · Grant Revenue	50,000	58,163	50,000	8,163	50,000	91,698
4690 · HB 5006 Funds (MARIS)	96,898	40,000	96,898	(56,898)	86,650	187,694
TOTAL INCOME	2,576,640	2,186,177	2,576,640	(390,463)	2,172,686	2,919,981
EXPENSE						
1R000 · Research.						
R100 · Vit & Enological Research						
R101 · Grants.	350,000	344,078	350,000	5,922	350,000	389,737
Special Grant Award - Smoke Research	37,500	37,500	37,500	-	37,500	-
R103 · Online V&E Knowledge Center	20,000	-	20,000	20,000	5,000	-
R100 · Vit & Enological Research	407,500	381,578	407,500	25,922	392,500	389,737
R800 · Research. Administration	13,000	5,344	13,000	7,656	5,344	6,069
R900 · Research. Employee Compensation	45,090	39,220	45,090	5,870	39,220	15,000
1R000 · Research.	465,590	426,142	465,590	39,448	437,064	410,806
2E000 · Education.						
E100 · Symposium	150,000	96,486	150,000	53,514	106,423	385,953
E200 · Education Projects	25,000	3,320	25,000	21,680	3,320	10,943
E300 · Trade Education	-	-	-	-	-	-
E800 · Education. Administration	8,000	6,200	8,000	1,800	6,300	12,070
E900 · Education. Employee Compensation	51,820	60,268	51,820	(8,448)	60,146	108,261
2E000 · Education.	234,820	166,274	234,820	68,546	176,189	517,228
3M000 · Marketing & Communications						
B000 · Brand Equity & Identity	148,500	107,566	148,500	40,934	148,500	23,625
T000 · Tourism	165,000	126,637	165,000	58,050	155,000	76,621
X000 · Market Expansion	331,398	181,088	331,398	150,310	253,817	396,562
C000 · Communications	182,099	179,164	182,099	2,935	181,826	138,598
M800 · Marketing. Administration	15,000	2,828	15,000	12,172	3,549	11,355
M900 · Marketing. Employee Compensation	217,300	191,221	217,300	26,079	180,766	171,959
3M000 · Marketing & Communications	1,059,297	788,505	1,059,297	290,479	923,458	818,720
4K000 · Knowledge & Insights						
R200 · Industry Research	96,500	100,710	96,500	(4,210)	98,500	82,471
M300 · Marketing Research	30,000	7,519	30,000	22,481	-	12,300
K900 · Employee Compensation	45,090	39,221	45,090	5,869	39,221	-
4K000 · Knowledge & Insights	171,590	147,450	171,590	24,140	137,721	94,771
5L000 · Leadership & Partnership						
L100 · Regional Meetings	10,000	-	10,000	10,000	10,000	-
L101 · Information Sharing Task Force	2,000	-	2,000	2,000	-	-
G301 · Grant Writing	10,000	500	10,000	9,500	10,000	1,025
G200 · Program Sponsorships/Contributions	10,000	6,000	10,000	4,000	10,000	1,000
G600 · Industry Relations	47,500	21,862	47,500	13,270	40,500	37,505
L800 · Leadership & Partnership Administration	6,000	225	6,000	5,775	500	-
L900 · Employee Compensation	45,090	39,221	45,090	5,869	39,221	-
5L000 · Leadership & Partnership	130,590	67,807	130,590	50,414	110,221	39,530
6G000 · General & Admin						
G100 · Board Administration	20,000	4,026	20,000	15,974	8,000	15,529
G300 · Consultants	-	-	-	-	-	7,771
G500 · Office Administration	154,940	123,149	154,940	31,791	135,365	141,740
G800 · Staff Administration	139,600	48,540	139,600	91,060	55,038	88,648
G900 · Employee Compensation. G&A	534,320	542,332	534,320	(8,012)	543,695	672,294
G999 · Accrued PTO Balances	-	57,159	-	(57,159)	-	-
6G000 · General & Admin	848,860	775,208	848,860	144,081	742,098	925,981
TOTAL EXPENSE	2,910,747	2,371,386	2,910,747	542,554	2,526,751	2,807,036
NET INCOME	(334,107)	(185,209)	(334,107)	152,091	(354,065)	112,945
Beginning Balance	1,104,172	1,104,172			1,104,172	991,227
Ending Balance	770,065	918,964			750,107	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	333,718			164,861	466,866
Total Compensation	1,032,870	1,008,285	1,032,870	24,585	999,072	1,064,369



AUGUST 2021 BOARD PACKET

V&E Research update

Prepared by: Jess Willey

2022-23 V&E Research RFA

Strategic objectives

Deliver knowledge & insights

Overview

Each year, the Research Committee updates and approves a new Request for Applications. This RFA outlines the industry's priorities for grant funding, driven by the pillars of the OWB's Strategic Plan for V&E Research. The Board approves this document before it is released to the research community.

Status

The appended 2022-23 V&E Research RFA has not been substantially modified from the 2021-22 RFA. The Research Committee will review and is expected to approve the RFA at its Aug. 11 meeting. Any proposed modifications will be shared with the Board on Aug. 12.

In the past, OWB has used the Unified Grant Management system (UGM), hosted by UC Davis, to solicit project proposals. Late this spring, Davis announced it would no longer support this system due to web security concerns. Several groups that rely on this system have been discussing and working on alternatives, and a solution is expected by the winter. The draft RFA highlights some of the process points that will need to be updated once the grant system is confirmed for 2022.

Next steps and timing

Once the Board approves the RFA and the grant management system is determined, the RFA will be posted to the newly redesigned [V&E Research page](#) on the industry website and ultimately uploaded to the grant management system.

Research committee charter and process workflow

Strategic objectives

Provide leadership & partnership; Transparency

Overview

Following the 2021 proposal review process, the Research Steering Committee identified an opportunity to streamline, formalize, and document the committee's various roles and annual processes. The Steering Committee has dedicated significant time this spring/summer to the development of a committee charter, which outlines committee composition, roles and responsibilities, and other critical foundational elements of the committee. Thanks to the work of a couple volunteers, a new workflow document outlines the monthly process points to create clarity and transparency around who does what and when, and also indicates a new review process that bifurcates the handling of renewed/ongoing funding applications from new project proposals. The Committee Charter draft and Workflow document are appended.



Status

These two documents are in late-stage draft form and will be shared and discussed at the Aug. 11 meeting of the full Research Committee, and the committee will be asked to ratify the charter.

Next steps and timing

The charter indicates a nomination and selection process for Steering Committee members and chair / vice chair terms beginning around the start of the OWB's fiscal year. Given the timing of these documents coming into effect in the current cycle, the plan is to maintain the current Steering Committee roster for the 2022 review cycle and implement the changes next summer.



VITICULTURE AND ENOLOGY RESEARCH

Request for New Applications 2022-23 **DRAFT**

Submission Deadline: January 31, 2022

<http://industry.oregonwine.org>

Please read these instructions carefully. If your submission is not in compliance as required herein, it will not be accepted.

Applications must be submitted online by January 31, 2022, to the **Unified Grant Management for Viticulture and Enology website**: <https://fps.ucdavis.edu/vit>. Submission site opens for the Oregon Wine Board (OWB) RFA **December 1, 2021**. Additionally, one electronic copy of the application with appropriate verified institutional signatures must be received by the OWB by February 28, 2022, or the project will not be considered for funding.

About the Oregon Wine Board

The Oregon Wine Board (OWB, <https://industry.oregonwine.org>) is a semi-independent state agency charged with supporting enological and viticulture research for the enhancement and promotion of grape growing and winemaking in Oregon. Funds to support this work come from mandatory taxes on grapes used to produce Oregon wine (\$25/ton) and on certain wines sold in Oregon (\$0.02/gallon). The OWB appoints an industry-wide Research Committee, which reviews applications and makes funding recommendations to the Board.

About the Unified Grant Management for Viticulture and Enology website

The Unified Grant Management for Viticulture and Enology website (UVE, <https://fps.ucdavis.edu/vit>) was established in 2005 to coordinate grant application submission and review among multiple funding agencies in the wine and grape community. Principal investigators (PIs) are required to use the UVE website when applying for grants to OWB.

Each of the funding agencies using the UVE has its own RFA, which presents its funding priorities. Researchers are strongly advised to read the RFAs from each of these agencies carefully and to apply to as many agencies as are appropriate for their project.

Eligible projects

The OWB seeks applications for research projects specifically relevant to Oregon viticulture and/or enology. The OWB's research priorities are outlined below.

Multidisciplinary, multi-investigator projects are strongly encouraged, and projects combining viticulture and enology will receive a higher priority. Intellectually-related viticulture and enology projects may be submitted separately with distinct budgets and a clear explanation of their interdependencies and linkages.

Areas of inquiry for 2022-2023

Pursuant to a strategic planning analysis by the Oregon Wine Board in 2018, the OWB has articulated the areas of research in which it wishes to invest. Those areas are aimed at continuous improvement of Oregon's capacity to produce world-class wines.

While investigators from outside Oregon are enthusiastically invited to submit grant applications, their



results and conclusions must address, as must applications from Oregon research institutions, one or more of the following strategic pillars:

1. **Wine Quality:** Advancements in wine quality and site specificity and expression by enhancing markers both in the vineyard and winery, including improving vineyard health and organoleptic profiles.
2. **Sustainable Production:** Develop and improve sustainable practices to minimize inputs and reduce impact, and identify better alternatives to attain desired quality and economic results.
3. **Changing Climate:** Facilitate adaptation of vineyard and winemaking to future climatic conditions. Specific areas of interest include smoke impact, water usage, increased heat, and disease and pest management.
4. **Foundational research:** Foster viticulture and enology discovery that has the potential to provide foundations for future application that address the issues in the pillars listed above, i.e.: basic research that fuels future applied research pertaining to wine quality, sustainable production, or climate-adaptive practices.

Specific areas of interest include but are not limited to:

Viticulture

1. Developing or improving methods and technology for detection, monitoring, identification, and sustainable management of:
 - A. Vineyard pests – prioritizing virus vectoring insects such as mealybugs, nematodes, and others; mites; and weeds.
 - B. Vine diseases – prioritizing viral diseases; trunk diseases; and powdery mildew, botrytis, and other fungal diseases.
 - C. Pathogenic vine conditions, including abiotic stress conditions, and the extent to which abiotic stress conditions stimulate the emergence of vine diseases and decrease fruit quality.
2. Developing or improving environmentally and economically sustainable methods of viticulture and their effects on grape composition, ripening, and vine health, and their amelioration of the effects of climate change through:
 - A. Identifying and improving irrigation monitoring and management practices, methodologies, and precision technologies.
 - B. Understanding the effects of vineyard management principles and practices associated with:
 - i. crop load, bud fruitfulness, and crop thinning;
 - ii. cover crop, weed control, and soil water availability;
 - iii. training systems;
 - iv. precision technologies and mechanization;
 - v. rootstocks and alternative wine grape varieties.
3. Discovering new basic knowledge in wine grape production in the following areas:
 - A. Discovering new biomarkers/precursors as metrics including effects of crop load on vine health and bud fruitfulness.
 - B. The extended vineyard microbiome as a critical component of terroir and its impact on wine characteristics.

Enology

1. Developing or improving fermentation (both primary and malolactic) management and wine storage techniques.
 - A. Mitigate issues associated with using compromised or nutritionally imbalanced fruit, including fruit from stressed and/or diseased vines; understanding the relationship between vine nutrition and wine quality.
 - B. Optimize oxygen use and understand the relationship between oxygen use and specific wine attributes.
 - C. Optimize wine quality through a more thorough understanding of the causes of reduction and treatment for unwanted sulfide issues.
 - D. Minimize microbial defects and/or develop a deeper understanding of the effects and levers for control of microbes in wine.
2. Studying the effects of winemaking techniques on extraction and retention of individual wine precursors and components during fermentation and aging, including aroma, flavor, phenolic, and non-volatile components, especially as they enhance wine quality and affect wine style.
3. Assessing the impact and mitigation of environmental character in wine that may arise from aromatic sources near vineyards, including smoke and industrial processing.

Review process

All applications determined by OWB staff to be complete will be examined by the OWB Research Committee by April 2022. Shortly thereafter, the Research Committee will make funding recommendations to the Oregon Wine Board of Directors, which will vote on whether to appropriate funds as recommended. The formal announcement of funding will be made as soon thereafter as possible, no later than June 2022.

- Evaluation criteria for research applications include:
 - Scientific merit;
 - The importance of the application with respect to the OWB priorities above;
 - Budget appropriateness to meet the objectives;
 - Adequate personnel and facilities to ensure the successful completion of the objectives;
 - Application format instruction compliance, including length and completeness;
 - Progress report for projects previously receiving funding from OWB. Special consideration will be given to projects seeking continuing funding;
 - For inter-related, multidisciplinary projects, each project will be reviewed based on its individual merit as well as the projects' combined merit;
 - Success of the PI in producing peer-reviewed publications (relevant peer-reviewed publications must be listed in the application) and/or that the PI has demonstrated successful outreach (relevant workshops, seminars, etc., must be listed in the application);
 - Outreach plan: this is an essential component of the application. This plan must include, at minimum, the submission of one document (300-700 words) written for an industry audience within one month after the end of the funding period that summarizes the work and results of the project; if and how results might be used in the vineyard and/or winery; and one presentation, either by the PI or his or her designee, done in person to an Oregon wine industry audience, or done remotely and made available electronically to an Oregon industry audience.



Funding and reporting

The OWB will allocate an estimated \$350,000 for funding projects in 2022-2023. Allocation of funds to the selected research projects will be contingent upon final approval of the OWB budget. Appropriated research funds will not be available prior to receipt of the signed institutional agreement. Project commencement and completion dates must be submitted with the application (projects are expected to be 12 months in duration) and are subject to final approval by the OWB.

The OWB invites both new and continuing applications (see "Eligible Projects" above). Even if the OWB approved the first year of funding for a project, another application must be submitted for a subsequent year of funding. Consideration of continuing applications will be contingent upon receipt of progress reports from investigators funded the previous year(s) and the progress documented in the reports, as well as their continuing merit and promise of accomplishment. For consideration of continuing projects, the progress report must be submitted with the 2022-2023 application. New and continuing submitted applications cannot be returned. Confidential matters should not be included in applications. An applicant may submit multiple projects.

The OWB funds will be distributed in three installments: The first after receipt of the signed institutional agreement, up to three months prior to commencement of the project; the second upon a satisfactory interim progress report; and the third contingent upon a satisfactory final report. The final progress report may be included in an application for continuing support. The payment guidelines and requirements for reporting will be specified in the signed agreement for an awarded grant. Progress reports and the final report cannot be returned.

Publicity, press releases, publications, presentations, materials, and/or media advertising produced as part of this proposed project must acknowledge the OWB as follows: "This work was made possible in whole or part by a grant from the Oregon Wine Board."

Major budget restrictions

Awarded funds cannot be used for:

1. The renovation or refurbishment of research spaces; the purchase or installation of fixed equipment in such spaces; or for the planning, repair, rehabilitation, acquisition, or construction of a building or facility.
2. Indirect costs: such costs are not allowable and no funds will be approved for this purpose. Further, costs that are a part of the institution's indirect cost pool, e.g. administrative or clerical salaries, may not be reclassified as direct costs for the purpose of making them allowable.
3. Tuition or tuition reimbursement.

Application submission

Required components of a complete application:

1. The application must be submitted electronically at <https://fps.ucdavis.edu/vit> no later than January 31, 2022. (The submission site opens December 1, 2021.)
2. One signed copy of the application may be submitted electronically to the Oregon Wine Board along with approval signatures as required from your institution (PDF format) to research@oregonwine.org by February 28, 2022. The second option is to send a hard copy with approval signatures as required from your institution to:



Oregon Wine Board
c/o Research Grant Manager
5331 S Macadam Ave, Suite 258
PMB 121
Portland, OR 97239

3. The application must include all required components, including a list of relevant peer-reviewed publications and/or the PI's outreach activities (relevant workshops, seminars, etc.) and plan, as well as noting any inter-related projects by other PI's working concurrent if applicable.

No exceptions will be made for late applications.

Notification of awards

Applicants will be notified of funding appropriations by June 1, 2022.

Questions

Questions regarding this RFA should be referred to the OWB via email at research@oregonwine.org.

Timeline

Oct. 31, 2021 – Final RFA published to Oregon Wine Board industry site

Dec. 1, 2021 – UVE submission site opens

Jan. 31, 2022 – Applications due through UVE

Feb. 26, 2022 – Application with verified institutional signature due to OWB

April 2022 – Research Committee evaluation of proposals

June 1, 2022 – Final date for award decisions to be communicated to applicants



VITICULTURE & ENOLOGY RESEARCH Committee charter **(DRAFT)**

I. Purpose

The primary purpose of the Viticulture and Enology Research Committee (“the Research Committee”) is to advise the Board of Directors (“the Board”) of the Oregon Wine Board (“OWB”) with respect to—and provide continuous oversight of—OWB investments in viticulture and enology research that address the needs and priorities of Oregon grapegrowers and winemakers as specified in the OWB’s Viticulture and Enology Research Strategic Plan.

II. Committee responsibilities

Research Committee: The Research Committee approves an annual Request for Applications (RFA) and reviews and recommends new applications for funding.

Steering Committee: The Steering Committee provides accountable oversight for the management of the OWB budget allocated to support research in enology and viticulture by ensuring transparent and efficient functioning of the OWB Research Committee in its funding allocation process and evaluation of funded projects.

III. Committee membership & structure

Research Committee: The geographic diversity of Oregon winegrowing regions and the breadth of interest and expertise among the Oregon winegrowing community both require that the Research Committee shall have not fewer than 30 members to encourage engagement and provide perspectives that are broadly representative of the Oregon winemaking industry.

Research Committee members are approved by the Steering Committee following submission of an application. Applicants must currently be working in the Oregon wine industry and have at least four years of experience in viticulture or enology roles with at least two years in Oregon. The ability to read and understand the format of scientific papers, abstracts, and technical journals is a pre-requisite. There is no maximum term length for members of the Research Committee.

Research Committee members must attend meetings in late summer and early spring as well as other ad hoc meetings deemed necessary by leadership.

The Research Committee may assign the Steering Committee to act on its behalf through a majority vote.

Steering Committee: To ensure operational effectiveness and clear accountability for final decisions and recommendations to the Board, the Research Committee will be organized under the direction of a Steering Committee comprised of an odd number of members including: (i) the Chair; (ii) the Vice Chair; and (iii) up to seven other Research Committee members. At least three of the committee’s nine members must have a vested interest in regions outside the Willamette Valley. A good faith effort will be made to ensure the Steering Committee represents diverse backgrounds, including a spectrum of winery and vineyard business models.

With the exception of the Chair and Vice Chair, members of the Steering Committee shall serve a three-year renewable term, with the seven seat expirations staggered to ensure continuity. Steering Committee members may be nominated from among the Research Committee by any Research Committee member. The Steering Committee will put forward an updated slate for ratification by a

majority of Research Committee members at the annual summer Research Committee meeting, with new Steering Committee terms taking effect immediately following that meeting.

Chair and Vice Chair: The Chair and Vice Chair are appointed by the Board. The Chair position will be held by an Oregon Wine Board Director. New Chair and Vice Chair appointments take effect at the summer Research Committee meeting or the August Board meeting, whichever comes first.

The Chair is responsible for 1) acting as the primary point of contact for the OWB Board and staff; 2) convening and presiding over all meetings of the Steering Committee and the Research Committee; and 3) providing direction to the Steering Committee on OWB matters requiring Research Committee consideration and input. The Chair approves progress reports and approves the OWB staff to release funding to researchers.

The Vice Chair assists the Chair in these efforts and serves in the place of the Chair at the Chair's request or in the Chair's absence.

Continuing Research Specialists: Two members of the Research Committee will be appointed by the Steering Committee to act as Continuing Research Specialists ("Specialists"). One candidate will have technical expertise in enology and the other in viticulture, as well as respected reputations for conducting their professional endeavors with reasonable fairness and objectivity. These positions will be ratified by majority vote of the Research Committee at its summer meeting.

Each Specialist will follow the progress of funded projects. They will review all progress reports each February and work together to make recommendations to the Chair regarding ongoing payments. When applications are submitted for subsequent funding, the Specialists will collaborate to make recommendations regarding continuing funding to the Steering Committee.

Lead Reviewers: The Steering Committee will invite veteran and accelerated new committee members to act as Lead Reviewer for one to three new project proposals annually.

Lead Reviewers are expected to develop an in-depth understanding of their assigned proposals and check in with assigned reviewers to ensure timely and clear reviewer input. They are expected to synthesize the review panel's assessment of the proposal, consult as needed with the Continuing Research Specialists to ensure relevant enology or viticulture perspectives are adequately considered, and prepare a presentation to the full Research Committee that enables an informed discussion and final prioritization of new project applications during the spring meeting. Lead Reviewers will fill out a form to summarize the proposal and their assessment of it prior to the annual spring application review meeting.

IV. Decision processes

In service to a transparent process that protects the research investments of the Oregon wine industry:

The **Research Committee** meets a minimum of two times per year: once in the summer to discuss progress on funded projects and review the Request for Applications and once in the spring for grant application review and funding decision-making.

The **Steering Committee** 1) consolidates near-term industry input and long-term strategic priorities for viticulture and enology research into an annual Request for Applications; 2) makes assignments from among the Research Committee membership to review and evaluate research proposals at the beginning of each annual proposal review cycle; 3) proposes a slate of continuing projects for ongoing funding; and 4) generates a prioritized list of new proposals for discussion by the Research Committee at the annual review meeting after the evaluation of new proposals is undertaken by the assigned review panels. Throughout the review process, the Steering Committee ensures Research Committee



members fulfill their responsibilities and provides training where appropriate.

The process begins each fiscal year with ratification of an RFA and culminates in an annual meeting to discuss new research proposals at which the Research Committee votes on a prioritized list of project applications for submission to the Board for approval and funding. The key steps of the process are outlined in a detailed Workflow document that provides guidance for the organized efforts of the Research Committee.

V. Conflict of interest

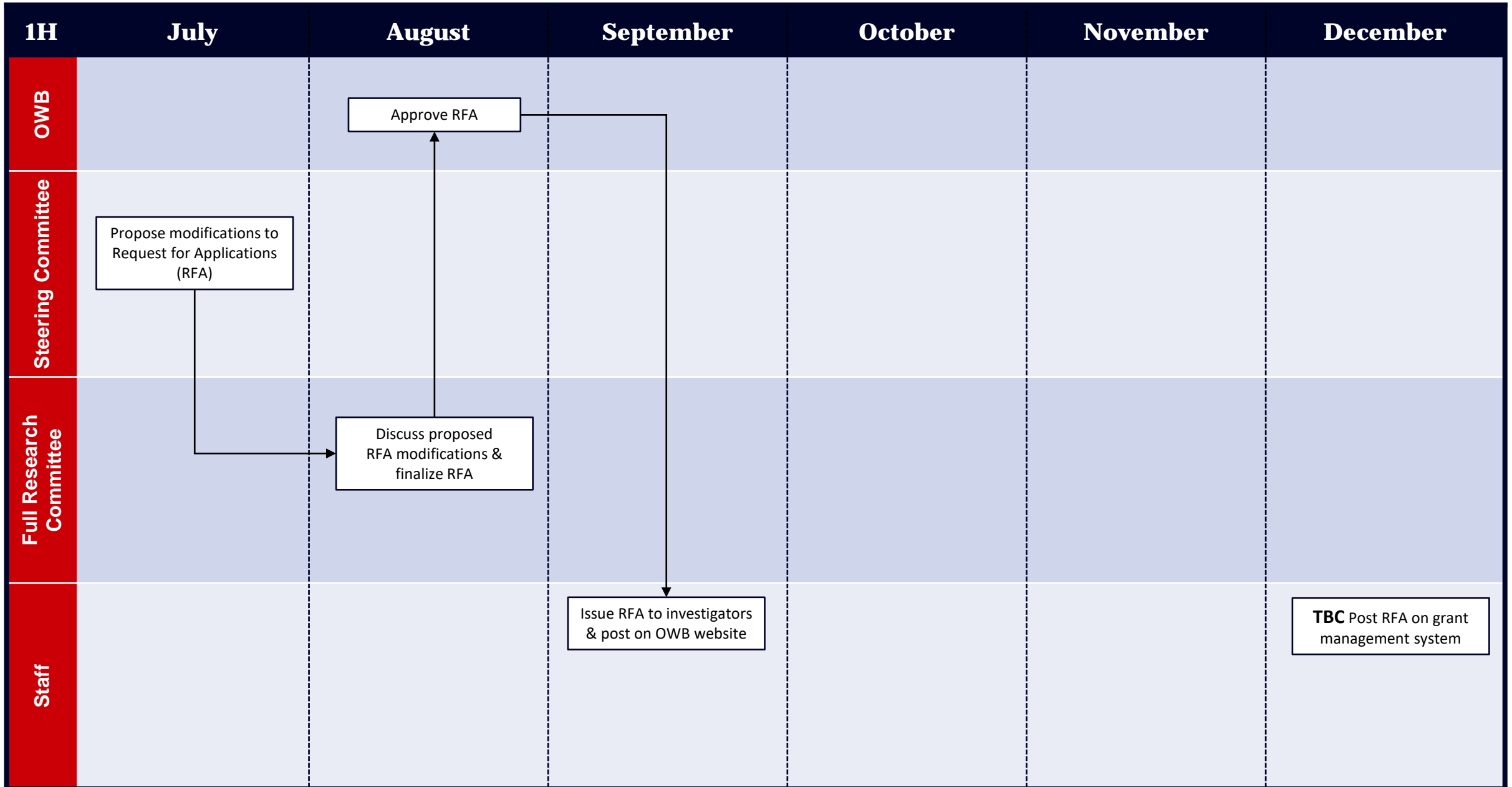
Research Committee members must avoid apparent or real conflicts of interest, defined as a situation in which a reasonable, well-informed person believes that a financial interest, interpersonal interest, professional interest, or personal interest could improperly influence the performance of the member's duties and responsibilities. Members are expected to openly disclose any conflicts and recuse themselves from proposal review and funding decision-making when a conflict of interest exists. Conflicts of interest include—but are not limited to—direct involvement with the proposed research, pertinent relationships with investigators, and direct financial investment or interest in the project.

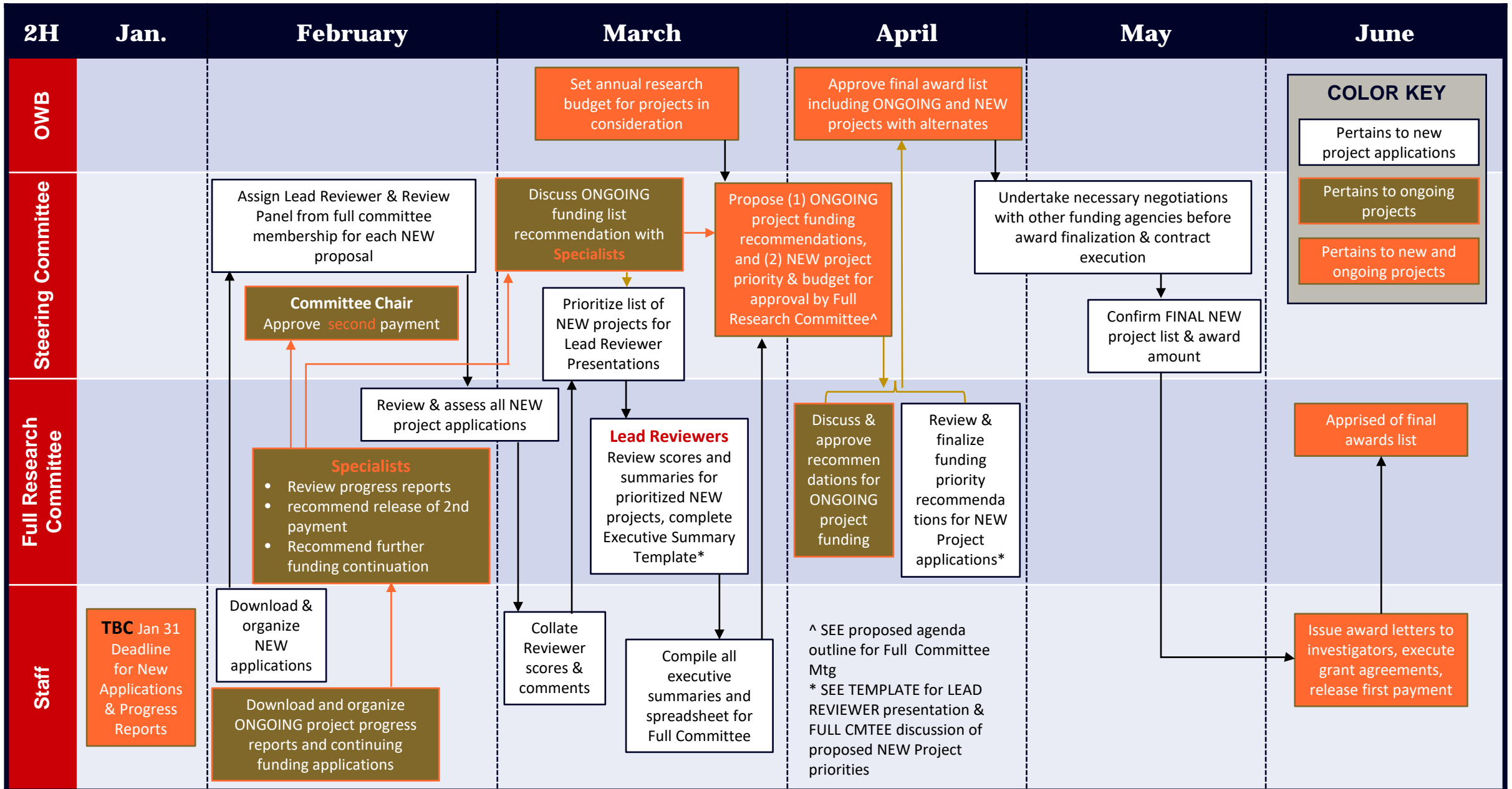
VI. Accessibility of committee's work

To comply with the OWB's commitment to transparency and disclosure, Research Committee and Steering Committee meetings will be publicly noticed and open to Oregon Wine Grape Tax paying constituents as well as invited guests. Research Committee and Steering Committee meeting notes will be made available to Oregon wine industry members following approval by the Steering Committee. The Steering Committee may, on occasion, meet privately to discuss certain agenda items requiring confidentiality, and in such instances meeting notes will reflect the substance of those conversations.

VII. Charter modification

The Steering Committee may propose changes to this Charter from time to time to establish such rules as may be appropriate or necessary to facilitate the conduct of the Research Committee's business. Ratification and adoption of proposed changes to this Charter will require a majority vote of the Research Committee membership.





Baseline measurement of smoke compounds in 4 varieties from across Oregon

Principal Investigators

Elizabeth Tomasino, Associate Professor of Enology, Food Science & Technology, Oregon State University, elizabeth.tomasino@oregonstate.edu

Michael Qian, Professor, Food Science & Technology, Oregon State University, Michael.qian@oregonstate.edu

James Osborne, Professor & Enology Extension Specialist, Food Science & Technology, Oregon State University, james.osborne@oregonstate.edu

Patty Skinkis, Professor & Viticulture Extension Specialist, Horticulture, Oregon State University, patricia.skinkis@oregonstate.edu

Alexander Levin, Assistant Professor and Viticulturist, Horticulture, Oregon State University, alexander.levin@oregonstate.edu

Note

The below is for 1 year of measurements from the 2021 vintage. To have representative baseline measurements, multiple years are required (at least 3). However, with the new smoke lab at OSU estimated to open in 2022, the direct measurement of bound smoke compounds will be available. This will change the cost of the analysis. We suggest starting with this first year's data and then submitting a 3 year grant through the OWB and Erath foundation for the additional years. This way any changes in budget would be properly taken into account.

Justification

When grape smoke exposure occurs due to wildfires throughout the grape growing season, the smoke can have a negative impact to grape and wine quality. Chemical compounds related to smoke (guaiaicol, 4-methyl guaiaicol, 0-cresol, p-cresol, m-cresol, syringol, 4-methyl syringol and their bound forms) are found at elevated levels in the resulting wine. To determine the level of risk in grapes a key piece of information is to know the concentrations of these compounds when there are no smoke events, as grapes do naturally produce very low levels of these compounds. To capture all of the natural fluctuations that may occur in baseline measurements it is necessary to take measurements for a number of years, as the yearly weather may impact the formation of these compounds. For more information about smoke exposure of grapes please see, [Impact of Smoke exposure on wine](#).

Objective – Determine the concentration of smoke related compounds in Pinot noir, Syrah, Chardonnay and Pinot gris from Oregon AVAs.

Approach

1. Many smoke samples were collected from the 2020 vintage to show how smoke impacted grapes up and down. In speaking with Patty Skinkis and Alec Levin, many of the same locations will be used from 2020 for the 2021 baseline measurements. However, the aim is to get better representation of 4 specific varieties important to Oregon, across all the Oregon Wine regions. Due to the time

restraints in 2020, not all locations or varieties were represented as would have been desired. The specified varieties are Pinot noir, Syrah, Chardonnay and Pinot gris. We have kept the number of total samples the same as previous years (80 in total) but would like to state that this does limit the number of samples for each variety in each location. It is the researcher's intent to gather grapes from as many of the sites used in 2020 for comparison purposes.

Southern Oregon – 16 samples (4 of each variety)

Umpqua Valley – 12 samples (3 of each variety)

Columbia gorge – 12 samples (3 of each variety)

Willamette Valley (split between North and South based on acreage) – 40 samples (10 of each variety)

2. Grape samples will be taken prior to wine processing for smoke analysis. Free smoke compounds will be measured using established methodology (Liu et al. 2020).
3. Grapes will then be made into wine using the small-scale winemaking method at the OSU research winery, employed in the 2020 vintage. Details on micro-fermentation can be found [here](#).
4. Resulting wines from micro-fermentation will be analyzed for free smoke compounds and the total smoke compounds (free + bound) will be estimated using acid hydrolysis. The method used for this was developed in Dr. Qian's lab during the 2020 vintage and has yet to be published.
5. Results will be disseminated to the OWB and Erath foundation in the form of a report with the only identifying information of grape variety and region.

Budget & justification

Free smoke analysis of grape samples - \$16,800

Sample preparation of grapes and analysis of free smoke compounds are \$210 per sample. This includes all labor, consumables etc.

Free smoke compounds + Acid hydrolysis of wines (\$315 per sample) - \$25,200

We have combined the free smoke analysis of wines and the acid hydrolysis and measurement of hydrolyzed compounds in wine into one fee for this proposal. Acid hydrolysis of samples and analysis of smoke compounds are \$315 per sample. (Normal costs would be \$210 for free smoke analysis and \$250 per sample for acid hydrolysis, a total of \$460 per sample). This includes all labor, consumables etc.

Winemaking costs - \$8,000

Winemaking costs are estimated at \$100 per ferment. This includes all labor and consumables.

Total costs - \$50,000



AUGUST 2021 BOARD PACKET

Education

Prepared by: Bree Stock

Oregon Wine Symposium 2022 update

Strategic objectives

Deliver Knowledge & Insights

Provide Leadership & Partnership

Enhance the Reputation of Oregon Wine

Overview

Statewide industry education delivered across all business channels and funded research to support strategic priorities and advance industry knowledge.

Status

- In development, majority of seminar themes confirmed
- Virtual Symposium Feb 15-17 2022
- 4 tracks – OWB Funded Research, Viticulture, Enology, Sales & Marketing
- OWB Funded Research Updates (6 15min. presentations): Subject Funded, Researcher
 - Update from OWB Director Research Chair, Jason Tosch
 - Berry Size, Dr. Federico Cassassa
 - Gene Editing Technology, Dr. Laurent Deluc
 - Botrytis Bunch Rot, Dr. Walt Mahaffee
 - Soil moisture and vine response in Oregon soils, Dr. Patricia Skinkis
 - Rootstock Performance in Oregon, Dr. Patricia Skinkis
- Viticulture Track:
 - Trunk Disease in Oregon – 100 level/the basics and then Oregon specific research (Jay Scheidt (general overview) or Melody Putnim – with Plant clinic) – Akif and Achala KC
 - Vine age (Young/Old/How to transition) – Simonit & Sirch vine surgery/Akif Eskalen trunk disease vitaseall etc from Davis. (Mia Fischer – Simonit & Sirch in person workshop/Next steps on spring works, shoot thinning)
 - Irrigation & Water Management: 100 level– Best Practices/Basics of...101 class: How to do ET scheduling workshop. Measuring ET. Dr. Alexander Levin, current research & water use survey results
 - 400 level: Vine Physiology – Chad Vargas and Dr. Levin. Scheduling irrigation in a vineyard/ difference between red and white varieties, deficit effects on vines, growers general approach to irrigating
 - Trends in sustainable vineyards practices & certifications: Certifications available: LIVE, Organic, BD, Regenerative & courses available (both Chemeketa & OSU have certificate

courses now available, OSU getting “certified” course.

- 400 Level: cover crops, compost, winter/spring vineyard floor management, animals in vineyards
- Enology Track:
 - Viticulture for Winemakers: 100 level: Dr. Skinkis presents overview of pests & disease including context & controls
 - 400 level: Everything You Wanted to Know About Powdery Mildew, But Were Afraid To Ask. Michelle Moyer, WSU (tbc); Steve Matthiason and... (Farming for...late stage PM damage vs late sulfur spray), Details: in-depth presentation by Michelle Moyer on powdery mildew including life stages, environmental conditions, and cultural and chemical controls followed by discussion with TWO winemakers on handling PM fruit in the winery
 - Sustainability in the Cellar: Overview and importance of sustainability in the cellar (moderator)SWCD specialist (Bree to reach out to) or LIVE representative: Julien Gerveau JFW or Silver Oak video walk through Details: water & electricity use, waste, recycling, plastics reduction, recycling
 - 400 Level: Diving Deep Into Winery Water Usage & Treatment. Details: water conservation and usage (washdown (techniques/equipment), sanitization, barrel care); waste disposal, water treatment systems
 - Oxygen In Winemaking: Role of Oxygen in Winemaking (Andy Waterhouse) with presentation on the role and chemistry of oxygen in wine from juice to bottle.
 - 400 Level: Techniques and Cellar Practices for use. Gavin Sachs (Cornell) research post bottling reduction/redox and relationship to vineyard/early stage harvest handling. Winemaker panel: systems for oxygen management, oxygen use during winemaking (real world, different varietals, bung & roll?), breakdown on DO equipment
- Sales & Marketing Track:
 - Community Benchmark & WISE Academy; State of the DTC Industry 2021+ and introduction to DTC Regional Benchmarking dashboard.
 - PR & Communications Planning: Michelle Kaufman and University of Oregon Professor
 - Developing Distribution Planning for Oregon Wine Months, Events and Beyond: Part 2 from Jeff Lewis and Coin Eddy with special focus on capitalizing OWM planning materials.
- General Sessions:
 - Climatology & A vintage year in review with Dr. Greg Jones & regional viticulturists & winemakers
 - SVB and Nielson update
 - State of M&A
 - OWB Updates
 - Industry Awards? With regional watch parties?

Next steps and timing



- Confirmation of final speakers for seminars
- Publishing seminars to website and opening registration
- Assessing opportunities for regional watch parties and sponsorship opportunities

NW Wine Certification update

Strategic objectives

Provide Leadership & Partnership

Enhance the Reputation of Oregon Wine

Overview

Development and delivery of Foundation and Advanced NW Certification to key International markets

Status

- Foundation level delivered in Korea and Tokyo (the latter in June via recorded content and live zoom tasting to 25 educators)
- Advanced certification in finalization and design stage
- Expansion of program to key educational outlets in Korea and London

Next steps and timing

- Finalize Oregon Advanced Program
- Outreach to target markets and key educators in market to deliver Foundation & Advanced
- Deliver Advanced certification in Korea and whole certification in UK/Canada

Community Benchmark & WISE Academy Grant update

Strategic objectives

Deliver Knowledge & Insights

Provide Leadership & Partnership

Overview

Specialty Crop Block Grant Application for Community Benchmark to develop and deliver regional benchmarking dashboard tool to enhance producer DTC benchmarking among regional business cohorts.

Status

Grant was approved August 4th. Awaiting final contracts from USDA as soon as we have the agreement in hand we will contract Community Benchmark and WISE and begin marketing.

Next steps and timing

- Signing the contract agreements with Community Benchmark and WISE (to be handled by



Marie and Bree inline with the Grant directions).

- Engage Association directors and Regional Board members to adhere to the co-marketing and promotional schedule in the Fall.
- Adjust, as needed the Community Benchmark co-marketing materials to include the OWB branding and language as well as each regional association, if required.
- Calendar the dates of the introductory townhall to Association Directors and Regional Board members and then with their membership.
- OWB to support with database and industry marketing to engage the greatest number of producers.
- Community Benchmark and WISE to present a DTC "State of the Industry" and the benefits of a benchmarking dashboard to increasing DTC sales.

Oregon Wine Industry Award Definitions

LIFETIME ACHIEVEMENT AWARD:

Given to an individual or individuals whose extraordinary dedication, inspiration and advocacy for the Oregon wine community spans a personal lifetime.

FOUNDERS AWARD: Given to an individual or individuals whose pioneering, groundbreaking work has deeply influenced and advanced the interests of Oregon winegrowers and winemakers, fostering statewide collaboration

OUTSTANDING INDUSTRY LEADERSHIP (SERVICE) AWARD: Recognizes an individual whose exemplary commitment and innovative leadership has contributed significantly to the advancement of the Oregon wine industry.

VINEYARD EXCELLENCE AWARD: Given to a vineyard employee who demonstrates outstanding collaborative support under the supervision of vineyard directors and viticulturists. This employee exemplifies remarkable technical knowledge, professionalism and an outstanding work ethic.

INDUSTRY PARTNER AWARD: Given to a service provider whose cooperative approach has positively influenced the success of the Oregon wine industry and its members.



AUGUST 2021 BOARD PACKET

Marketing update

Prepared by: Kai McMurtry

Oregon Wine Month update

Strategic objectives

Brand Equity, Market Expansion, Wine Tourism

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

Looking back: A brief recap of OWM 2021 will be presented during the August meeting.

Looking forward: After a thorough program review in 2019, the OWB decided to reimagine OWM programming for 2021. COVID delayed those plans to begin with OWM 2022. That review and rebuilding process is currently underway with industry experts.

- June 30 – Nearly 3 dozen 3-Tier trade professionals from around the country, representing some of the largest distributors and chain retailers, joined OWB Directors and staff, led by Justin King and Alison Sokol-Blosser, as well as industry members and Regional Association representatives to discuss critical ideas for a bigger, better OWM in the 3-tier system.
- July 8 – A complimentary group of OWB Directors and staff, and industry DTC managers and principals was convened to discuss critical ideas for a bigger, better OWM in the DTC channel.
- An implementation committee for each channel (3-tier, DTC) followed and continues the work of identifying tactical priorities and designing OWM 2022 programming.

Next steps and timing

- Convene both 3-tier and DTC implementation committees as needed throughout August and September
- Complete and circulate a 1-sheet of 2022 OWM 3-tier programming to the industry and trade partners nationally by September to allow sufficient runway for scheduling and selling
- Begin messaging DTC tactics to industry as soon as tactics are confirmed
- Provide webinar, toolkit, and additional support resources in advance of program execution in 2022



Consumer website update

Strategic objectives

Brand Equity, Wine Tourism

Overview

Rebuild oregonwine.org to reflect the OWB's new Brand work as well as update the content and architecture to best serve the industry and current marketplace.

Status

Our partner agency, ThinkShout, has been contracted and the onboarding is underway.

Next steps and timing

With discovery workshops scheduled for the next few weeks the complete project is set to unspool over the next 5-6 months.

- Aug. 11 OWB Staff/Board discovery workshop
- Week of Aug. 23 Regional Association discovery workshop
- Sept. 1 Strategy brief expected
- Sept. 15 Creative direction expected
- Oct. 15 Web style guide delivered
- Nov. – Jan. build and implementation
- New OregonWine.org live and online by Jan. 2022
- New OregonWine.org premiered for the industry at Symposium 2022

2021 REMAINING OWB BOARD MEETINGS

DATE	FORMAT	LOCATION
Thursday, October 21 (TBD)	Virtual	N/A
Wednesday, December 1 & Thursday, December 2 (Board dinner & Board meeting)	In-person	Portland (due to deposit from 2020 AC Hotel)

2022 OWB BOARD MEETINGS SCHEDULE

DATE	RECOMMENDED FORMAT	LOCATION
Thursday, March 3	In-person	Salem or Eugene
Thursday, April 21 (Research proposals)	Virtual	N/A
Wednesday, June 8 & Thursday, June 9 (reception & Board meeting)	In-person	The Rocks/Walla Walla Valley (confirmed availability)
Thursday, August 11	Virtual	N/A
October (TBD)	Virtual	N/A
Thursday, December 1 & Friday, December 2 (Board dinner & Board meeting)	In-person	TBD



OWB Industry Engagement Matrix

I. New Engagements

WHO	INDUSTRY COUNTERPARTS	WHAT	FREQUENCY
OWB CEO	Industry Regional & Advocacy Orgs. Executive Directors <i>(WVWA, SOWA, Gorge, Walla Walla Rogue, Umpqua, OWA, OWC, others?)</i>	<ol style="list-style-type: none"> Partnership, Communication and Alignment of OWB and Regional Organizations Provides opportunity for intra-industry information, ideas sharing and annual planning. 	Quarterly/and As Needed <i>(Meeting)</i>
	Alliance Partner Management <i>(WA St. Wine Comm; CA Wine Institute; OR Dep of Ag; Travel OR; AVF, OSU FST; OSU Dep of Hort; others?)</i>		<i>TBD as needed</i>
OWB Directors	Regional Association Directors	Communication and Alignment	as Needed/Qrtly. Minimum
Donna M Dennis O Hilda Justin Eugenia Jason Bertony Remy Bob Bob	OWA Alex Sokol Blosser OWC Elin Miller Umpqua Terry Brandborg Walla Walla Josh McDaniels Rogue Ross Allen SOWA Jennifer Kerrigan PDX Urban Wineries Laurie Lewis WVWA Kim Bellingar Columbia Gorge TBD The Rocks Steve Robertson	<ol style="list-style-type: none"> Stay abreast of updates, issues, needs of regional/industry org. Share info, research, highlights of the work of OWB. Help amplify and drive attendance at OWB sponsored industry meetings. Work w/regional and industry directors to identify committee members for OWB standing meetings and task forces. 	



OWB Directors

OWB Monthly Industry Forum – Remainder of ‘21

Monthly

Dennis O’Donoghue
Bertony Faustin
Jason Tosch
Justin King

August
October
November
December

(Note, an OWB director will co-host the forum each month with OWB Executive Director)

II. Standing Committee Work by Directors (*reflects Chair or V. Chair)

OWB Directors

**Standing Committees
(See attached list/matrix)**

Committee Work

As Scheduled

Donna M
Bob
Hilda
Justin
Eugenia
Jason
Bertony
Remy
Dennis

EC*/Finance/Strategic Mkt*
EC/International*
EC
Finance*/EC
Education*
Research*
Education*
Education
Research

Info Sharing Taskforce (ISTF)

This is an existing “forum” gathered 2 times per year to create and facilitate awareness, adoption and engagement of opportunities, activities, key trends and developments in media relations and shared media opportunities.

Question for consideration, does the Board want to identify a Director to “sponsor” the ISTF the way other committees have Board oversight?

Update: Address this question as part of work currently underway by Governance Committee Working Group.



III. Work in Progress

Marketing

- 1. Maintain Strategic Marketing Committee.** (To be evaluated by Governance Committee working group)
- 2. Add more traditional marketing/implementation committees per below.**

Marketing Implementation Committees - Draft Charter

This committee serves the industry by offering input to the OWB on annual marketing plans, OWB marketing programs, and by promoting and tracking regional enlistment in programming.

The committee(s) co-exists alongside OWB's Strategic Marketing & Communications Committee.

Project program-specific task forces may be designated by this committee as needed. (i.e., Trade, OWM, Tourism)

(Implementation committees have been formed around Oregon Wine Month around DTC and Trade programming. These will help inform and guide OWB on the development of additional implementation teams going forward. These will also be considered in the work of the Governance Committee working group.

3. Research Committee Charter, Steering Committee, Membership and Structure

- a. New Charter and structure to be shared with OWB board in August '21 for approval.

4. Governance Committee (GC)

Governance Committee charter is a work in process. Once formed, GC to present to Board for endorsement an overall committee scheme that is coherently architected, clearly communicated and institutionalized across all committees.

(A working group has been formed and this work has already started. Working group made up of current Directors Eugenia Keegan, Bob Morus and Donna Morris; former OWB directors Ellen Brittan and David Beck and OWB President Tom Danowski).

AVA & Regional Associations Contact List

Region	Association	Name	E-mail	Notes
C Gorge	Col Gorge Winegrowers	Don McDermont	president@columbiagorgewine.com	President
C Gorge	Col Gorge Winegrowers	Lynette Barss	lynette@phelpscreekvineyards.com	Contact
Central Oregon	Central Or Winegrowers	Kerry Damon	Fishrock.khd@gmail.com	President
Portland	PDX Urban Wineries	Laurie Lewis	winegoddess@hipchicksdowine.com	President
Oregon	OWA	Jana McKamey	jana@oregonwinegrowers.com	Executive Director
Rogue	RV Vintners	Ross Allen	ross@2hawk.wine	President
Rogue	RV Winegrowers	John Pratt	kjohnpratt@gmail.com	President
Rogue	So. Or. Winery Association	Jennifer Kerrigan	jennifer@delriovineyardsd.com	President
Snake River	SRWA	Travis Cook	cookvineyards@gmail.com	Contact
Umpqua	OWC-UV Winegrowers	Elin Miller	elin@elinmiller.com	Co-Chair
Umpqua	UV Winegrowers-OWA	Chris Hudson	Pinotmaker.hudson@gmail.com	Board-President
Walla Walla	Walla Walla – The Rocks District	Steve Robertson	steve@delmaswines.com	President
Walla Walla	Walla Walla Valley Wine Alliance	Robert Hansen	robert@wallawallawine.com	Executive Director
Walla Walla	Walla Walla Valley Wine Alliance	Josh McDaniels	josh@doubleback.com	Board Chair
WV	OWC	Ken Johnson	ken@winemakersllc.com	Co-Chair
WV-CM	WV-Chehalem Mountains	Beth Klingner	beth@dionvineyards.com	President
WV-CM	WV-Chehalem Mountains	Karolyn Wright	chehalemmountains@gmail.com	Coordinator
WV-DH	OWA-Dundee Hills	Alex Sokol-Blosser	alex@sokolblosser.com	Board President
WV-DH	WV-Dundee Hills	Denis Flora	denisewflora@gmail.com	President
WV-EA	Eola-Amity Hills-OWA	Andy Steinman	andy@walterscottwines.com	Board-President
WV-LD	WV-Laurelwood District	Luisa Ponzi	luisa@ponzvineyards.com	Representative
WV-MM	WV-McMinnville Winegrowers	Ariel Eberle	eberlea@gmail.com	President
WV-RR	WV-Ribbon Ridge	Dan Warnshuis	dan@utopiawine.com	President
WV-SWV	WV-SWVWA	Jessica Thomas	jessica@sweetcheekswine.com	Contact
WV-TH	WV-Tualatin Hills	Laura Gordon	laura@apolloni.com	President
WV-VD	WV-Van Duzer Corridor	Jack LaRue	jack@holmesgap.com	President & Chairman
WV-WVWA	WV-WVWA	Morgen McLaughlin	morgen@willamettewines.com	Executive Director
WV-WVWA	WV-WVWA	Mike McNally	mike@fairsingvineyard.com	Chair Emeritus-Board
WV-WVWA	WV-WVWA	Kim Bellingar	kimbellingar@gmail.com	President
WV-YC	WV-Yamhill-Carlton	Jill Zarnowitz	jill@staghollow.com	Chair
WV-YC	WV-Yamhill-Carlton	Rebecca Moore	rebecca@monksgate.com	Membership Chair

MATTERS FOR NOTING



AUGUST 2021 BOARD PACKET

communications update

Prepared by: Sarah Murdoch

Media Training update

Strategic objectives

This works to support the pillar of Brand Equity, in enhancing the reputation of Oregon Wine.

Overview

Positioning Oregon in a positive light with media is best achieved with media tours, communicating stories of generosity and building a cohesive media kit, electronic and print. By hosting an official media training with a crisis communications pro, OWB made it so that 14 people from around the state are now armed with stronger skills in speaking with the press, and quelling rumors of smoke damage, or any damage that affects the harvest.

Status

The media training occurred in Eugene at The Gordon Hotel on July 16, 2021, although our invited included academia from OSU, travel bureaus, winemakers and advocacy groups. Here's the 13 who attended the 6-hour training:

These are media trained spokespeople from 7/16/21:

Sally Murdoch, OWB
Tom Danowski OWB
Donna Morris, OWB Director
Gina Bianco, Rogue Valley Vintners
Nicole Schulte, Rogue Valley, Quady and Smoke Task Force
Chris Hudson, Umpqua Valley
Shelby Pryor, Walla Walla Valley Wine Alliance
Bob Morus, The Columbia Gorge
Jessica Mozeico, WVWA DEBI (for DEI questions from media)
Bertony Faustin, OWB Director, Willamette Valley
Elin Miller, OWC
Maria Ponzi, OWA
Morgen McLaughlin, WVWA

Everyone first met virtually with media trainer Kelli Matthews a month prior to debrief our crisis actions from 2020 to course correct as needed.

Next steps and timing

- The true proof will be seen in how we now answer media as a united front. I have collected insights and feedback from attendees. One in Southern Oregon said:

"Thanks for this. Honestly, the event was one of the most valuable and enjoyable industry events I've been a part of. The venue was perfect, the speaker was engaging and the participants/audience were terrific. I was nervous about the on-camera exercise but I'm sure that it

made be a better speaker and advocate. Also, the opportunity to network with peers in similar media-related situations was invaluable and inspired discussions that are currently ongoing. A million thanks for hosting this.'

[Julia Coney visit to Oregon] update

Strategic objectives

This works to support the pillar of Brand Equity, in enhancing the reputation of Oregon Wine and Market Expansion as expanding our voice and premium wines to diverse communities

Overview

After Tiquette Bramlett interviewed with Julia Coney about being the first Black female president of a winery, it was evident Julia was quite taken with Oregon and should come here to explore more of what



she called “Southern hospitality on the West Coast.” We set up an ambitious media tour that involved four group meals over 5 days and allowed her to attend IPNC festivities and the BIPOC block market (hosted by Tiquette and our Legacy Harvested) in person. See attached itinerary for specific stops and winemakers.

We also included writer Elaine Brown in two of the meals and tastings.

Status

“It was a fantastic experience for all. Ximena Orrego at

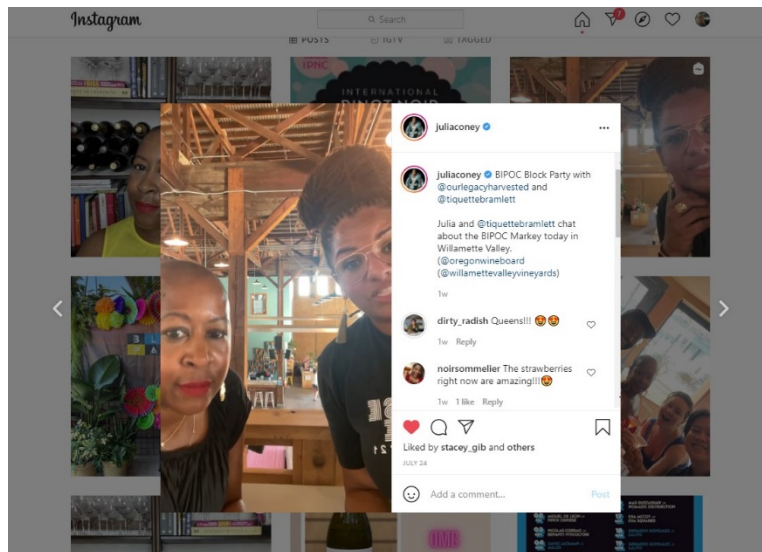
Atticus said: Thank you so much for including me in this lovely tasting with all these wonderful people and wines. It was a pleasure to meet Julia as well as some of my industry peers that I had not met before. It was also great to see several of you in person after such a long time! Thank you to Carla, George & Chris for hosting at beautiful Beacon Hill.”

Jarrod Williams, Head of Marketing at Ruby Vineyard and member of Black Wine Professionals said: “I want to take the time to thank you for organizing such a memorable dinner last Friday. It was such an honor being around some of the most influential voices in our industry.”

This was an event of diversity, equity and inclusion as winemakers stood side by side in our gratitude for Oregon and the wine industry here. We included many of the Celebrate Hispanic Roots winemakers and we supported Black Wine Professionals and BIPOC media members as well.

Next steps and timing

- Next steps are: shipping wines to Julia that she collected in OR 8/2/21
- Nurturing the relationship so that Julia can return for a month next year.
- Track any articles she writes and posts she makes on Oregon winemakers



Julia Coney, Summer of 2021 Tour

Thursday, July 22

Drive to Newberg Check into The Allison Inn and Spa 2525 Allison Ln, Newberg, OR 97132
Confirmation #301313 Terrace Level Deluxe King
Goodie basket has wines from across the state and Oregon goodies courtesy of OWB, Travel Oregon and Visit Newberg

Friday, July 23

12:15 pm

Lunch tasting at Vidon, 17425 NE Hillside Dr, Newberg, OR 97132
With Rollin Soles, ROCO
Elena Rodriguez of *Alumbra* Cellars
Jessica Mozeico, Et Fille will pour Viognier and Pinot noir
Elaine Brown, Xavier and Marie Collier, Sally Murdoch from OWB and Melissa Broussard

4:00 pm Meet in McMinnville for happy hour at The Eyrie Vineyards, 935 NE 10th Ave, McMinnville, OR 97128 with The Eyrie's Jason Lett and Amy McClandish Esper, featuring a range of lovely wines

6:00 to 8:00 pm Dinner hosted by Oregon Wine Board. Grab Eyrie wines and walk to dinner at Chef Kari Shaughnessy's Collab Kitchen in the Ivy Room, 1140 NE Alpine Ave, McMinnville, OR 97128

Julia Coney
Elaine Brown
Sally, OWB
Melissa Broussard
Amy McClandish Esper, The Eyrie
Chevonne Ball, Dirty Radish
Tiquette Bramlett, Vidon
Jarrod Williams, Ruby Vineyard

Saturday, July 24



11: 00 am IPNC ceremonies
2 to 8:00 pm Our Legacy Harvested BIPOC block party

Sunday, July 25

11: 00 am Aunties brunch at The Newburgundian Bistro, 203 Villa Rd, Newberg, OR 97132

FREE ITINERARY THE REST OF THE DAY

Monday, July 26

Morning Check out of The Allison

Lunch: noon Beacon Hill Wines lunch and Chardonnay and aromatic white wine tasting 22070 NE Ridge Rd, Gaston, OR 97119.

Ximena from Atticus Wine
Doug Tunnell at Brick House
Bethel Heights' Ben Casteel and Pat Dudley
Larry Stone from Lingua Franca

3:00 pm Head to Portland, check in to Northrup Station, 2025 NW Northrup St., Portland, OR 97209. Phone: 503.224.0543.

Confirmation Number: 198242 Balcony King room, includes parking and take-away breakfast

Rest/write/relax.

6:30 pm Walk to dinner at Fullerton Wines, 1966 NW Pettygrove St, Portland, OR 97209. Farewell dinner hosted by Oregon Wine Board and Travel Oregon with Portland stars using grapes sourced from all over Oregon.

Cristina Gonzalez from Gonzalez wine and founder of AHIVOY
JP from Valcan
Alex Fullerton
Kate Norris at Division Wines with Applegate PetNat and Carbonic Grenache
Bree Stock MW pouring Limited Addition Chenin Blanc
Chad Stock pouring David Hill Riesling
Sarah Murdoch, OWB
Allison Keeney, Travel Oregon
Melissa Broussard
Jessica Vanterpool, photographer

Tuesday, July 27

8:15 am Depart PDX on UA 1818, arrive Dulles at 4:00 pm