



JUNE 17, 2025

Oregon Wine Board Meeting Agenda FINAL

Oregon Wine Board Office, 5550 S. Macadam, Suite 100, Portland

[Zoom link](#)

Time	Topic	Documents	Leader
12:30 – 12:35 p.m. (5 minutes)	Public Board Meeting • Open meeting & welcome guests		G. Jones
12:35 – 12:40 p.m. (5 minutes)	Board Meeting Minutes • March 14 meeting minutes • May 16 meeting minutes	• Draft meeting minutes March 14 • Draft meeting minutes May 16	G. Jones
12:40 – 1:00 p.m. (20 minutes)	Finance Committee • Umpqua Valley Winegrowers Association Industry Grant Request • FY2024-25 Q1 Financials with complete details • FY2024-25 Q3 Financials • FY2025-26 Timeline for Budget Revisions	• UVWA Industry Grant Request • Q1 FY2024-25 Financials • Q3 FY2024-25 Financials • FY2025-26 Timeline for Budget Revisions	S. Crawford
1:00 – 1:10 p.m. (10 minutes)	OWB Strategic Planning Update		G. Bianco
1:10 – 1:20 p.m. (10 minutes)	Marketing • Oregon Wine Month Report	• 2025 OWM Activity Recap • 2025 OWM Media Plan	C. Cook
1:20 – 1:35 p.m. (15 minutes)	Research Committee • Research Committee Charter Update • Spotted Lantern Fly Collaboration with ODA and OWRI	• Research Committee Charter	G. Jones J. Willey
1:35 – 1:40 p.m. (5 minutes)	Education • OWS New Event Management Company		J. Willey
1:40 – 1:50 p.m. (10 minutes)	Communications • PR Manager Hiring Update		G. Bianco
1:50 – 2:00 p.m. (10 minutes)	IPC Update		D. Irvine
2:00 – 2:45 p.m. (45 minutes)	Other Business • ICE Detainments • LIVE/Oregon Certified Sustainable Wine Trademark • Board Vacancy • Gary Mortensen • Dionne Irvine • Maria Ponzi • Treasurer • Adam Ramirez		J. McKamey C. Serra G. Jones

2:45 – 3 p.m. (15 minutes)	Public Comment
3 p.m.	Adjourn

Board of Directors

Greg Jones, Tiquette Bramlett, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Robert Moshier, Maria Ponzi, Adam Ramirez

Absent

Gary Mortensen

Staff

Gina Bianco, Carissa Cook, Sally Crawford, Stacey Kohler, Jessica Willey

Guests

Jana McKamey (OWA), Chris Serra (LIVE)



MARCH 14, 2025

Board meeting minutes DRAFT

ATTENDEES

Board

Greg Jones, Tiquette Bramlett, Cristina Gonzales, Justin King, Dionne Irvine, Austin Kraemer, Gary Mortensen, Maria Ponzi, Adam Ramirez

Staff

Gina Bianco, Katie von Barga, Carissa Cook, Sally Crawford, Stacey Kohler, Jessica Willey

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 9:05 a.m.

Review of the meeting minutes

- The Board reviewed the meeting minutes from December 5, 2024.

MOTION: M. Ponzi moved that the December 5, 2024, meeting minutes be approved. C. Gonzales seconded. The motion carried 9-0.

- The Board reviewed the meeting minutes from January 22, 2025.

MOTION: T. Bramlett moved that the January 22 meeting minutes be approved. C. Gonzales seconded. The motion carried 9-0.

Finance Committee Update

- The Board reviewed a prior conversation from the December meeting concerning the inclusion of A. Ramirez in the Finance Committee. It was noted that A. Ramirez, along with G. Jones and Treasurer G. Mortensen, had participated in reviewing the 2024 Semi-Independent Agency Report of 2021-2023 Biennium and Financial Review Conducted by Moss Adams. It was agreed that A. Ramirez would be consulted on future financial matters and internal controls as needed.
- S. Crawford included the FY2024-25 1st Quarter Financials with proper ending balances, but some hidden lines. The 1st Q FY24-25 Financials will be presented at the next board meeting for review and final approval.
- S. Crawford presented FY2024-25 2nd Quarter Financials. The balance sheet reflects total assets of \$1.762 million. The P&L showed Total Revenue of \$1.397M and Total Expenses of \$1.264M.
- S. Crawford noted she anticipates Oregon Wine Symposium revenue for the full year to be approximately \$40,000 lower than the budgeted \$330,000 due to low sponsorships.
 - M. Ponzi raised questions on how OWB was going to make up that \$40,000 loss from OWS.
 - S. Crawford advised OWB is currently assessing the impact of securing sponsorships and the strategies for obtaining them. This process is being coordinated with OWA and the event organizer. OWB will release a Request for Proposal (RFP) for the Event Organizer for 2026 Symposium.

MOTION: D. Irvine moved that FY2024-25 Q2 Financials be approved. A. Kraemer seconded. The motion carried 9-0.

- S. Crawford presented the proposed budget for FY2025-26 to meet the State's deadline of April 1. As typical, significant changes are expected to this budget at the August Board meeting as we will have final financials for FY24-25, surplus funds and better estimates of tax revenue for FY2025-26. The detailed budgeting work will begin in the coming months and will involve board and committee members. This process will be guided by our strategic plan and revenue forecasts.
- M. Ponzi questioned how the grape tax assessments being calculated for the FY2025-26 budget. S. Crawford explained that the grape assessment in this version of the budget is based on a three-year average for that revenue line which is the typical model. Due to the current climate, a revised formula may be used for the August revisions.
- M. Ponzi expressed concerns about not having been involved in the budget process in regard to the Marketing Committee.
- G. Bianco emphasized that, as a semi-independent agency, we must meet the state's deadline and submit a budget by April 1. She noted that the preliminary budget is a working document that will incorporate input from the Board and committees. Additionally, she stressed the importance of the strategic plan in determining budget allocations.
- A. Ramirez highlighted the need for a cohesive understanding of the budget and alignment with the strategic plan among the Board members to ensure transparency and facilitate a better understanding of the budgeting process.
- R. Moshier suggested that since OWB needs to finalize its strategic planning and the operating budget is still being developed, it would be advisable for OWB to consider maintaining last year's budget with only a slight increase. He pointed out that OWB should allocate more funds for marketing. S. Crawford responded by explaining that OWB cannot simply replicate last year's budget because the current budget is spending down over \$800,000 surplus funds. The new budget must accurately reflect the actual funds available. Although the current draft shows cuts in education and marketing, this is only a preliminary version that will be significantly revised in August after the strategic planning is completed. The goal is to create a financially responsible budget that aligns with the organization's resources and future needs.

MOTION: M. Ponzi made a motion to approve the proposed FY 2025-26 budget as presented with the understanding that OWB will refine it in the coming months using insights from the strategic plan and committee input. A. Kraemer seconded. The motion carried 9-0.

- A. Kraemer and M. Ponzi recommended a conservative approach to projecting grape assessment revenue for the upcoming budget.
- The Board considered an industry grant request for the Asian American & Pacific Islander Food and Wine Fest.

MOTION: R. Moshier made a motion to approve an industry grant fund of \$2,000 for the AAPI Food and Wine Fest. C. Gonzales seconded. The motion carried 9-0.

International Marketing

- A. Ramirez provided an update on international marketing efforts, highlighting challenges due to political headwinds, such as tariffs and consumer sentiment.
- A. Ramirez commented that despite these challenges, there are bright spots ahead. OWB recently had a successful event in Paris, and ProWein in Germany is approaching.
- Opportunities in Asian markets remain promising, and OWB continues to maintain strong relationships in Canada and Europe even amid political pressures.
- OWB has been awarded ~\$650,000 in MAP funding. MAP funds are available for one fiscal year, starting from July 1, 2025, through June 30, 2026.

- S. Crawford updated the Board on RAAP funding. The RAAP fund has been allocated in tranches, with a plan for up to five in total. OWB has designated two tranches so far, each around one million dollars. OWB has five years to utilize these funds. Significant progress has already been made this fiscal year, but OWB is considering reallocating some expenses from the RAAP fund to the MAP fund, as each has specific usage restrictions.
- RAAP funds cannot be used in Mexico, Canada, China, or the UK, which limits OWB's spending options. Therefore, OWB has directed those funds towards MAP markets. With some programming adjustments, OWB is planning events in Montreal and Toronto this year. Currently, we have surplus MAP funds, allowing us to reallocate funds initially intended for the RAAP fund.
- A. Ramirez wanted to make the Board aware of the questions regarding the pause in federal grant funding that was circling last month but reported that OWB is not currently facing that issue.
- A. Ramirez explained to the Board the process of OWB's international funding. He noted that OWB spends money upfront and later receives reimbursement. He emphasized the importance of understanding this process because any issues with reimbursement could pose a financial risk to OWB.

Education Committee

- J. Willey presented a re-cap of the Oregon Wine Symposium survey.
 - OWB received responses from 331 participants, resulting in a 27% response rate.
 - The 2025 event received a Net Promotor Score of 19, a metric that shows how likely you would recommend something to a colleague by asking respondents to rate on a scale of 0 to 10. This is lower than past years.
 - This trend suggests the symposium is not meeting attendees' expectations as effectively as it has in the past.
 - J. Willey sees this as an opportunity to better understand the audience and improve the event's value proposition.
 - G. Mortensen shared his insights on the survey results. He stressed the importance of the Board & staff being fully committed to the event and making it a success for our industry. He commented that the OWS is our brand, and the Board and staff need to make sure we are taking this opportunity to deliver to the industry what it needs and improve how the OWB is perceived in the industry.
 - M. Ponzi concurred with G. Mortensen's assessment and proposed smaller group sessions for deeper discussions, as well as inviting external experts for new perspectives. She recommended establishing a "think tank" on OWS to ensure that OWB is delivering effectively.
 - A. Kraemer agreed that OWB needs to be thinking outside of the box to meet the needs of the industry. He also suggested more roundtable-style conversations and small groups for better interactions.
 - J. Willey acknowledged that the current symposium rating is unacceptable and does not meet the industry's needs. Her goal is to refresh the symposium to better address the specific needs and challenges of Oregon's wine industry, taking into account feedback from attendees.
 - Guest, C. Figgins, suggested merging Oregon and Washington Wine Symposiums into a single, larger event to provide more value for suppliers, wineries, and winegrowers.
 - He proposed bringing in international speakers and acknowledged the challenges of coordinating between multiple organizations. The idea is to create a more comprehensive and diverse symposium experience that goes beyond the current regional limitations.
 - A. Ramirez offered to help make connections with the Washington Winegrowers Association Board.

Strategic Planning Update

- G. Bianco gave a recap of the two in-person listening sessions held in the Umpqua and Rogue Valleys.
 - Both regions expressed concerns about federal-level issues facing the alcohol industry, rising costs and challenging tariff situations, competition from European wines, and tourism.
 - There is a desire for more collaboration with restaurants, lodging and other organizations.
 - There were also conversations around developing a tourism strategy, along with targeted marketing and regional differentiation.
 - Concerns about budgeting and spending were raised, along with the need for better

collaboration, education, and communication.

- There were discussions around the importance of industry communications and the need for more effective methods.
 - Guest, M. McLaughlin, commented that when there are industry specific actions, there should be standalone communications being sent.
 - There was also discussion on the effectiveness of board knowledge and using multiple communication methods i.e., weekly membership calls, emails, texting and/or phone calls

Other OWB Business

- M. Ponzi suggested that we have Marketing and IPC updates in future Board meetings to report on their activities.
- G. Jones agreed that all standing committees report at each meeting to help improve communication and accountability.
- M. Ponzi suggested that there might be potential for merging IPC members into the Marketing Committee to streamline operations.
 - D. Irvine commented that there have been thoughts on how to refresh the IPC Committee and would be willing to have a conversation on the thought of merging those two committees together.

Public Comment

- Guest, M. McLaughlin, asked about an update on the CRM system.
 - J. Willey commented that there have been some conversations on exploring the need for a system to better track and segment audience information.
 - S. Crawford mentioned that the CRM system was in the FY 2024-25 budget, but as of yet hasn't had the bandwidth to do a deeper dive.
 - G. Bianco reiterated that the staff is currently focused on immediate challenges while planning for future improvements, and the CRM system remains a priority for the future.
- Guest, M. McLaughlin, asked about OWB's statement on tariffs.
 - G. Bianco replied that it's currently being reviewed and will be published shortly.
- M. Ponzi asked about the OWB website update.
 - G. Bianco commented that the website update was included in the ODA grant application, and the OWB will know more in a few weeks.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 11:24 a.m.



MAY 16, 2025

Board meeting minutes DRAFT

ATTENDEES

Board

Greg Jones, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Gary Mortensen, Robert Moshier, Adam Ramirez

Absent

Tiquette Bramlett, Maria Ponzi

Staff

Gina Bianco, Jessica Willey

Guests

Julie Pond, NW Center for Small Fruits Research

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 1:30 p.m.

Research Committee

- G. Jones and J. Willey provided background on the research grant process and FY2025-26 proposed slate of research projects.

MOTION: G. Mortensen moved to approve funding for \$352,208. This includes five ongoing research projects and one new project to start in the upcoming fiscal year. A. Kraemer seconded. The motion carried 7-0.

Guest, Julie Pond, gave an update on the Northwest Berry Foundation (NBF)/Northwest Center for Small Fruits Research (NCSFR) activity and shared that NBF's contract to administer NCSFR had recently been renewed.

Other OWB Business

- G. Bianco provided a recap of the D.C. fly in trip she participated in, for which she provided data and contextual information to the work OWA, and participating wineries were doing to help educate the Oregon Congressional Delegation on the challenges facing the Oregon wine industry, such as tariffs and challenges stemming from the anti-alcohol movement.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 1:56 p.m.

Industry Organization Grant Application - Entry #4851

Organization

Umpqua Valley Winegrowers Association

Applicants tax-exempt 501(c) tax ID Number or that of a supporting regional wine association organization or a beneficiary 501(c) tax ID

26-1148945

Make check payable to:

UVWA

Address to mail check

PO Box 447
Roseburg, OR
97470
US

Or

ACH Payment Processing

Requestor Name

Ali Rodgers

Requestor Email

info@umpquavalleywineries.org

Is the applicant organization a 501(c)?

Yes

Amount requested up to \$2000

2000

Project Name

Marketing Assistance for Umpqua Valley Harvest Tour

Project Purpose and Description

The purpose of this project is to market and advertise the Umpqua Valley's annual "Harvest Tour" on September 27, 2025. We are requesting support for the development and distribution of compelling marketing content to attract visitors from outside the region and increase visibility for the event.

The Harvest Tour itself offers an intimate, immersive, and educational experience where wine lovers engage directly with winemakers during harvest season—an experience that goes beyond the typical tasting room visit.

The marketing campaign will include targeted digital advertising across social media platforms, potential earned media coverage in third-party publications, the creation of physical promotional assets (posters, rack cards, etc.), and video creation/publication that convey the value of the Harvest Tour.

Project Goals

The goal of this project is to attract new visitors to the Umpqua Valley by promoting this event to nearby regions such as Eugene, Bend, Portland, and the Rogue Valley. Since the majority of wineries in the Umpqua Valley are small wineries without wholesale distribution, they are dependent on selling wine to customers walking through their doors. Hosting a signature wine country event during a pivotal season helps boost customer traffic beyond the local audience and supports revenue growth across the Umpqua Valley.

This project aims to break through a saturated digital landscape with professional, high-quality marketing materials that drive awareness of the Umpqua Valley and The Harvest Tour. By investing in strategic promotion, the Umpqua Valley Winegrowers Association (UVWA) aims to drive increased visitation, boost tasting room sales, and open doors to new wine club memberships that provide long-term revenue opportunities.

How will the project benefit the wine community being served by the funds?

The marketing efforts will help drive consumer traffic to wine tasting rooms during the Harvest Tour, which will support both short-term sales for the wineries and potential long-term growth through wine club sign-ups and future returning customers. If wineries in the Umpqua Valley can sell more wine, then they will have the capacity to buy more grapes in the future, further helping to support local vineyards. Additionally, the event supports surrounding sectors such as local restaurants and hotels, which are integral to the health of the local wine industry.

By showcasing and promoting the region's diversity and quality during harvest—as The Harvest Tour does—this will strengthen the Umpqua Valley's reputation and position it as a premier destination among Oregon's wine regions.

Start date of the project

June 1, 2025

Completion date of the project

September 27, 2025

Date by which organization will report how funds were used (must be within 30 days of the completion date)

10/24/2025

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

Yes

[Oregon Wine Industry](#)

Balance Sheet

	As of Sep 30, 2024	As of Jun 30, 2024 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1000 Umpqua Bank Checking	1,156,149.75	952,052.85
1050 Umpqua Bank Money Market	632,579.74	549,071.70
Total Bank Accounts	\$ 1,788,729.49	\$ 1,501,124.55
Accounts Receivable		
1200 Accounts Receivable	120,385.29	120,052.05
Total Accounts Receivable	\$ 120,385.29	\$ 120,052.05
Total Current Assets	\$ 1,909,114.78	\$ 1,621,176.60
Other Assets		
1250 Prepaid Expenses	-11,615.87	6,977.20
1260 Security Deposit	6,919.02	6,919.02
Total Other Assets	-\$ 4,696.85	\$ 13,896.22
TOTAL ASSETS	\$ 1,904,417.93	\$ 1,635,072.82
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	50,229.14	70,003.97
2050 Grants Payable	12,400.00	12,400.00
Total Accounts Payable	\$ 62,629.14	\$ 82,403.97
Total Credit Cards	\$ 8,500.33	\$ 30,411.49
Other Current Liabilities		
Total 2101 Payroll Liabilities	\$ 42,084.03	\$ 40,967.09
Total Other Current Liabilities	\$ 42,084.03	\$ 40,967.09
Total Current Liabilities	\$ 113,213.50	\$ 153,782.55
Total Liabilities	\$ 113,213.50	\$ 153,782.55
Equity		
3000 Opening Bal Equity	13,492.81	13,492.81
3900 Retained Earnings	1,467,797.46	1,467,797.46
Net Income	309,914.16	
Total Equity	\$ 1,791,204.43	\$ 1,481,290.27
TOTAL LIABILITIES AND EQUITY	\$ 1,904,417.93	\$ 1,635,072.82

Profit & Loss Statement

	Q1 FY24-25 Actuals	Q1 FY24-25 Budget	over Budget	% of Budget	FY24-25 Budget v2024.08
Income					
4100 Grape Assessment (\$25/ton)	955,342.56	640,150.00	315,192.56	149.24%	2,106,000.00
4200 Wine Tax (2c/gal)	93,333.82	93,200.00	133.82	100.14%	309,700.00
4300 Program Revenue			0.00		
4305 Marketing Participation Revenue		0.00	0.00		0.00
Total 4300 Program Revenue	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00
4310 Symposium Revenue		0.00	0.00		330,000.00
4500 Other Income			0.00		
4510 Interest Revenue	15.79	13.74	2.05	114.92%	55.00
Total 4500 Other Income	\$ 15.79	\$ 13.74	\$ 2.05	114.92%	\$ 55.00
4600 Grant Revenue			0.00		
4632 Wine Country License Plate		0.00	0.00		50,000.00
Total 4600 Grant Revenue	\$ 0.00	\$ 0.00	\$ 0.00		\$ 50,000.00
Sales	0.00		0.00		
Total Income	\$ 1,048,692.17	\$ 733,363.74	\$ 315,328.43	143.00%	\$ 2,795,755.00
Gross Profit	\$ 1,048,692.17	\$ 733,363.74	\$ 315,328.43	143.00%	\$ 2,795,755.00
Expenses					
1R000 Research.			0.00		
R100 Vit & Enological Research			0.00		
R101 Grants.	193,375.50	193,375.50	0.00	100.00%	386,751.00
R104 Grant Management/Administration	10,291.49	10,500.00	-208.51	98.01%	16,000.00
Total R100 Vit & Enological Research	\$ 203,666.99	\$ 203,875.50	-\$ 208.51	99.90%	\$ 402,751.00
R800 Research. Administration			0.00		
R804 NWCSFR Contribution		0.00	0.00		9,000.00
Total R800 Research. Administration	\$ 0.00	\$ 0.00	\$ 0.00		\$ 9,000.00
R900 Research.Employee Compensation	10,800.14	17,499.99	-6,699.85	61.72%	70,000.00
Total 1R000 Research.	\$ 214,467.13	\$ 221,375.49	-\$ 6,908.36	96.88%	\$ 481,751.00
2E000 Industry Education.			0.00		
E100 Symposium			0.00		
E101 Audio/Visual		0.00	0.00		56,500.00

	Q1 FY24-25 Actuals	Q1 FY24-25 Budget	over Budget	% of Budget	FY24-25 Budget v2024.08
E102 Soiree		0.00	0.00		0.00
E103 Facility	8,550.00	8,550.00	0.00	100.00%	75,000.00
E104 Food and Beverage		0.00	0.00		40,000.00
E105 Materials, Fees, Misc		0.00	0.00		40,000.00
E108 Spanish Translation		0.00	0.00		10,000.00
E109 Speakers		0.00	0.00		44,500.00
E112 Marketing		0.00	0.00		6,000.00
E113 Event Management Contractor	18,637.50	18,637.50	0.00	100.00%	58,000.00
Total E100 Symposium	\$ 27,187.50	\$ 27,187.50	\$ 0.00	100.00%	\$ 330,000.00
E200 Education Projects			0.00		
E201 Misc Workshops		2,499.99	-2,499.99	0.00%	10,000.00
E202 DTC/ Workshop		2,499.99	-2,499.99	0.00%	10,000.00
E205 Community Benchmark		0.00	0.00		0.00
Total E200 Education Projects	\$ 0.00	\$ 4,999.98	-\$ 4,999.98	0.00%	\$ 20,000.00
E700 Education.Consulting Services	21,000.00	20,000.00	1,000.00	105.00%	80,000.00
E800 Education.Administration			0.00		
E803 Education.Employee Development	174.10		174.10		
E804 Education.Mtg & Travel Expense	2,107.47	3,000.00	-892.53	70.25%	12,000.00
Total E800 Education.Administration	\$ 2,281.57	\$ 3,000.00	-\$ 718.43	76.05%	\$ 12,000.00
E900 Education.Employee Compensation	25,468.79	37,500.00	-12,031.21	67.92%	150,000.00
Total 2E000 Industry Education.	\$ 75,937.86	\$ 92,687.48	-\$ 16,749.62	81.93%	\$ 592,000.00
3M000 Marketing.			0.00		
1B000 Brand Equity & Brand Identity			0.00		
B101 Consumer Website Concept/Design/Maintenance		750.00	-750.00	0.00%	3,000.00
B106 Social Media Contractor		6,000.00	-6,000.00	0.00%	24,000.00
B107 Digital Advertising	1,820.13	3,999.99	-2,179.86	45.50%	16,000.00
Total 1B000 Brand Equity & Brand Identity	\$ 1,820.13	\$ 10,749.99	-\$ 8,929.86	16.93%	\$ 43,000.00
2T000 Tourism			0.00		
M101 Oregon Wine Month			0.00		
M101.01 OWM - Trade Programming	739.90	0.00	739.90		30,000.00
M101.02 OWM - Creative and Project Mngmt		0.00	0.00		7,500.00

	Q1 FY24-25 Actuals	Q1 FY24-25 Budget	over Budget	% of Budget	FY24-25 Budget v2024.08
M101.03 OWM - POS Printing & Distribution			0.00	0.00	32,500.00
M101.04 OWM - Media Plan & Mngmt			0.00	0.00	50,000.00
M101.05 OWM - Digital Promotion			0.00	0.00	20,000.00
M101.06 OWM - Merchandising Support			0.00	0.00	20,000.00
Total M101 Oregon Wine Month	\$ 739.90	\$ 0.00	\$ 739.90		\$ 160,000.00
M102 Wines Fly Free	1,380.00	1,500.00	-120.00	92.00%	5,000.00
M108 Bounty & Vine	2,500.00	15,000.00	-12,500.00	16.67%	35,000.00
M205 Wine Guide	1,086.83	1,000.00	86.83	108.68%	50,000.00
T102 Content Development (includ. photog, Travel OR)		0.00	0.00		75,000.00
Total 2T000 Tourism	\$ 5,706.73	\$ 17,500.00	-\$ 11,793.27	32.61%	\$ 325,000.00
3X000 Market Expansion			0.00		
I000 International Marketing			0.00		
I101 Northwest Wine Coalition	65,200.00	65,200.00	0.00	100.00%	75,000.00
I102 Non-Reimburseable Event Cost	279.91	2,499.99	-2,220.08	11.20%	10,000.00
I103 Reimbursed Expenses	27,068.07		27,068.07		
I103.01 Billable Shipping, Freight & Delivery	-8,818.34		-8,818.34		
Total I103 Reimbursed Expenses	\$ 18,249.73	\$ 0.00	\$ 18,249.73		\$ 0.00
I900 Logistics & Admin Consultants	12,600.00	17,499.99	-4,899.99	72.00%	70,000.00
Total I000 International Marketing	\$ 96,329.64	\$ 85,199.98	\$ 11,129.66	113.06%	\$ 155,000.00
X101 Resource Studio + Website Platform Upgrade		0.00	0.00		0.00
X103 Trade Education Tools & Events			0.00		
M105 Trade Events - Texsom	12,049.88	16,000.00	-3,950.12	75.31%	20,000.00
M106 Marketing Events SCBG		0.00	0.00		10,000.00
M201 Resource Studio	6.88	0.00	6.88		7,500.00
Total X103 Trade Education Tools & Events	\$ 12,056.76	\$ 16,000.00	-\$ 3,943.24	75.35%	\$ 37,500.00
Total 3X000 Market Expansion	\$ 108,386.40	\$ 101,199.98	\$ 7,186.42	107.10%	\$ 192,500.00
4C000 Communications			0.00		
C100 Media Relations		0.00	0.00		0.00
C100.01 MR - Cross Border Tour		1,250.01	-1,250.01	0.00%	5,000.00
C100.02 MR - Shoulder Season Media Tours		0.00	0.00		20,000.00
C100.03 MR - Association Opportunities		3,750.00	-3,750.00	0.00%	15,000.00

	Q1 FY24-25 Actuals	Q1 FY24-25 Budget	over Budget	% of Budget	FY24-25 Budget v2024.08
C100.04 MR - Critical Reviewer Coordination	620.14	0.00	620.14		20,000.00
C100.05 MR - Wine Sample Shipments		750.00	-750.00	0.00%	3,000.00
C100.06 MR - Media Hosting & Briefings		3,000.00	-3,000.00	0.00%	12,000.00
C100.07 MR - Other Programming/Consultants		0.00	0.00		0.00
Total C100 Media Relations	\$ 620.14	\$ 8,750.01	-\$ 8,129.87	7.09%	\$ 75,000.00
C200 Media Analytics	10,200.00	10,200.00	0.00	100.00%	10,200.00
C800 Comm.Administration			0.00		
C801 Subs & Pubs	773.99	999.99	-226.00	77.40%	4,000.00
C802 Comm.Collateral & Materials	-180.00	500.01	-680.01	-36.00%	2,000.00
C804 Comm.Mtg & Travel	1,717.59	2,000.01	-282.42	85.88%	8,000.00
Total C800 Comm.Administration	\$ 2,311.58	\$ 3,500.01	-\$ 1,188.43	66.04%	\$ 14,000.00
C900 Comm.Employee Compensation	35,925.84	38,750.01	-2,824.17	92.71%	155,000.00
Total 4C000 Communications	\$ 49,057.56	\$ 61,200.03	-\$ 12,142.47	80.16%	\$ 254,200.00
M800 Marketing.Administration			0.00		
M801 Marketing.Committee Meetings	250.00	750.00	-500.00	33.33%	3,000.00
M802 Marketing.Collateral & Mtls	1,950.08	2,499.99	-549.91	78.00%	10,000.00
M804 Marketing.Mtg & Travel	5,204.13	3,000.00	2,204.13	173.47%	12,000.00
Total M800 Marketing.Administration	\$ 7,404.21	\$ 6,249.99	\$ 1,154.22	118.47%	\$ 25,000.00
M900 Marketing.Employee Compensation	51,473.09	111,249.99	-59,776.90	46.27%	445,000.00
Total 3M000 Marketing.	\$ 223,848.12	\$ 308,149.98	-\$ 84,301.86	72.64%	\$ 1,284,700.00
4K000 Knowledge & Insights.			0.00		
M300 Marketing Research			0.00		
M301 Marketing Research	75.00	0.00	75.00		50,000.00
M302 Nielsen Data		0.00	0.00		15,000.00
M304 Wine Market Council	5,000.00	5,000.00	0.00	100.00%	5,000.00
M305 Community Benchmark	23,511.60	23,512.00	-0.40	100.00%	23,512.00
Total M300 Marketing Research	\$ 28,586.60	\$ 28,512.00	\$ 74.60	100.26%	\$ 93,512.00
R200 Industry Research			0.00		
R201 Ag Census		0.00	0.00		130,000.00
R203 Misc. Studies		0.00	0.00		0.00
R204 Salary Survey		0.00	0.00		5,000.00

	Q1 FY24-25 Actuals	Q1 FY24-25 Budget	over Budget	% of Budget	FY24-25 Budget v2024.08
Total R200 Industry Research	\$ 0.00	\$ 0.00	\$ 0.00		\$ 135,000.00
zK900 Knowledge & Insights Compensation	9,486.51	13,749.99	-4,263.48	68.99%	55,000.00
Total 4K000 Knowledge & Insights.	\$ 38,073.11	\$ 42,261.99	-\$ 4,188.88	90.09%	\$ 283,512.00
5L000 Leadership & Partnership			0.00		
G200 Industry Contributions			0.00		
G201 Misc Industry Contributions		6,249.99	-6,249.99	0.00%	25,000.00
Total G200 Industry Contributions	\$ 0.00	\$ 6,249.99	-\$ 6,249.99	0.00%	\$ 25,000.00
L103 Program Contributions			0.00		
G600 Industry Relations			0.00		
G601 Subscriptions	8,623.62	7,500.00	1,123.62	114.98%	70,000.00
G602 Administration/Annual Report		1,250.01	-1,250.01	0.00%	5,000.00
G603 Strategic Planning		0.00	0.00		50,000.00
G604 Industry Website Platform Upgrade		0.00	0.00		10,000.00
G605 DEI Leadership-Infrastructure		0.00	0.00		4,000.00
G606 Profit Calculator		0.00	0.00		3,000.00
Total G600 Industry Relations	\$ 8,623.62	\$ 8,750.01	-\$ 126.39	98.56%	\$ 142,000.00
Total L103 Program Contributions	\$ 8,623.62	\$ 8,750.01	-\$ 126.39	98.56%	\$ 142,000.00
L800 Leadership & Partnership Administration			0.00		
L804 Partnership.Mtg & Travel		0.00	0.00		5,500.00
Total L800 Leadership & Partnership Administration	\$ 0.00	\$ 0.00	\$ 0.00		\$ 5,500.00
L900 Leadership & Partnership.Employee Compensation	13,676.30	16,250.01	-2,573.71	84.16%	65,000.00
Total 5L000 Leadership & Partnership	\$ 22,299.92	\$ 31,250.01	-\$ 8,950.09	71.36%	\$ 237,500.00
6G000 General & Admin			0.00		
G100 Board Administration			0.00		
G101 Meetings.Board	3,404.55	3,000.00	404.55	113.49%	16,000.00
G102 Travel Expense.Board	4,950.45	2,500.00	2,450.45	198.02%	10,000.00
G103 Board Director Compensation	1,328.00	2,500.00	-1,172.00	53.12%	10,000.00
Total G100 Board Administration	\$ 9,683.00	\$ 8,000.00	\$ 1,683.00	121.04%	\$ 36,000.00
G500 Office Administration			0.00		
G501 Rent	5,966.25	18,750.00	-12,783.75	31.82%	75,000.00
G502 Equipment/Furniture/Maintenance	13,904.65	7,500.00	6,404.65	185.40%	55,000.00

	Q1 FY24-25 Actuals	Q1 FY24-25 Budget	over Budget	% of Budget	FY24-25 Budget v2024.08
G503 Postage/Supplies/Fees	6,614.47	3,999.99	2,614.48	165.36%	16,000.00
G504 Telephone/Internet Fees	624.48	3,999.99	-3,375.51	15.61%	16,000.00
Total G500 Office Administration	\$ 27,109.85	\$ 34,249.98	-\$ 7,140.13	79.15%	\$ 162,000.00
G800 Staff Administration			0.00		
G802 Employee Development.G&A		2,000.01	-2,000.01	0.00%	8,000.00
G803 Mtg & Travel.G&A	3,342.31	12,500.01	-9,157.70	26.74%	50,000.00
G804 Temp & Contract Support	5,504.92	7,500.00	-1,995.08	73.40%	30,000.00
G805 Legal Fees	4,372.50	5,000.01	-627.51	87.45%	20,000.00
Total G800 Staff Administration	\$ 13,219.73	\$ 27,000.03	-\$ 13,780.30	48.96%	\$ 108,000.00
G900 Employee Compensation.G&A	114,139.29	102,500.01	11,639.28	111.36%	410,000.00
G901 Employee Retirement Allocation		0.00	0.00		0.00
G999 Accrued PTO Balances		9,999.99	-9,999.99	0.00%	40,000.00
Total 6G000 General & Admin	\$ 164,151.87	\$ 181,750.01	-\$ 17,598.14	90.32%	\$ 756,000.00
8000 General & Administrative			0.00		
8200 Employee Compensation			0.00		
8210 Salaries and Wages	0.00		0.00		
8230 Payroll tax	0.00		0.00		
Total 8200 Employee Compensation	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00
Total 8000 General & Administrative	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00
Purchases	0.00		0.00		
Total Expenses	\$ 738,778.01	\$ 877,474.96	-\$ 138,696.95	84.19%	\$ 3,635,463.00
Net Operating Income	\$ 309,914.16	-\$ 144,111.22	\$ 454,025.38	-215.05%	-\$ 839,708.00
Net Income	\$ 309,914.16	-\$ 144,111.22	\$ 454,025.38	-215.05%	-\$ 839,708.00

Balance Sheet

	As of Mar 31, 2025	As of Dec 31, 2024 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1000 Umpqua Bank Checking	1,519,653.84	985,293.14
1050 Umpqua Bank Money Market	632,611.28	632,595.68
Total Bank Accounts	2,152,265.12	1,617,888.82
Accounts Receivable		
1200 Accounts Receivable	189,328.93	125,061.70
Total Accounts Receivable	189,328.93	125,061.70
Total Current Assets	2,341,594.05	1,742,950.52
Other Assets		
1250 Prepaid Expenses	17,335.73	7,800.11
1260 Security Deposit	11,869.02	11,869.02
Right-of-Use Asset	146,145.84	
Total Other Assets	175,350.59	19,669.13
TOTAL ASSETS	2,516,944.64	1,762,619.65
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	85,268.47	52,937.31
2050 Grants Payable	12,400.00	12,400.00
Accrued Expenses	2,770.00	6,660.00
Total Accounts Payable	100,438.47	71,997.31
Total Credit Cards	36,638.47	11,740.67
Other Current Liabilities		
Total 2101 Payroll Liabilities	38,957.86	42,512.80
Total Other Current Liabilities	38,957.86	42,512.80
Total Current Liabilities	176,034.80	126,250.78
Long-Term Liabilities		
Right-of-Use Liability	146,605.19	
Total Long-Term Liabilities	146,605.19	0.00
Total Liabilities	322,639.99	126,250.78
Equity		
3000 Opening Bal Equity	13,492.81	13,492.81
3900 Retained Earnings	1,490,390.90	1,490,390.90
Net Income	690,420.94	132,485.16
Total Equity	2,194,304.65	1,636,368.87
TOTAL LIABILITIES AND EQUITY	2,516,944.64	1,762,619.65

	Q1 FY24-25 Actuals	Q2 FY24-25 Actuals	Q3 FY24-25 Actuals	YTD Actuals (Q1-Q3)	YTD Budget Earned (Q1-Q3)	FY24-25 Forecast Total (as of 6.5.25)	Budget FY24-25 v2024.12	FY24-25 Forecast v Budget
Income								
4100 Grape Assessment (\$25/ton)	955,342.56	173,159.17	1,205,142.90	2,333,644.63	1,929,900.00	2,500,000	2,106,000	394,000
4200 Wine Tax (2c/gal)	93,333.82	72,761.41	76,943.71	243,038.94	238,600.00	309,700	309,700	0
4300 Program Revenue				0.00	0.00	0	0	0
4305 Marketing Participation Revenue				0.00	0.00	0	0	0
Total 4300 Program Revenue	0.00	0.00	0.00	0.00	0.00	0	0	0
4310 Symposium Revenue		52,160.00	223,949.50	276,109.50	330,000.00	276,110	330,000	(53,891)
4500 Other Income				0.00	0.00	0	0	0
4510 Interest Revenue	15.79	15.94	15.60	47.33	41.22	63	55	8
Total 4500 Other Income	15.79	15.94	15.60	47.33	41.22	63	55	8
4600 Grant Revenue				0.00	0.00	0	0	0
4632 Wine Country License Plate		50,000.00		50,000.00	0.00	50,000	50,000	0
Total 4600 Grant Revenue	0.00	50,000.00	0.00	50,000.00	0.00	50,000	50,000	0
Sales	0.00		0.00	0.00	0.00	0	0	0
Total Income	1,048,692.17	348,096.52	1,506,051.71	2,902,840.40	2,498,541.22	3,135,872	2,795,755	340,117
Gross Profit	1,048,692.17	348,096.52	1,506,051.71	2,902,840.40	2,498,541.22	3,135,872	2,795,755	340,117
Expenses								
1R000 Research.				0.00	0.00	0	0	0
R100 Vit & Enological Research				0.00	0.00	0	0	0
R101 Grants.	193,375.50		96,687.75	290,063.25	290,063.25	386,751	386,751	0
R104 Grant Management/Administration	10,291.49			10,291.49	16,000.00	16,231	16,000	231
Total R100 Vit & Enological Research	203,666.99	0.00	96,687.75	300,354.74	306,063.25	402,982	402,751	231
R800 Research. Administration				0.00	0.00	0	0	0
R803 Research.Mtg & Travel		14.00	191.24	205.24	0.00	625	0	625
R804 NWCSFR Contribution		3,300.00	2,342.29	5,642.29	9,000.00	8,229	9,000	(771)
Total R800 Research. Administration	0.00	3,314.00	2,533.53	5,847.53	9,000.00	8,854	9,000	(146)
R900 Research.Employee Compensation	10,800.14	25,378.91	32,805.23	68,984.28	52,499.97	101,984	70,000	31,984
Total 1R000 Research.	214,467.13	28,692.91	132,026.51	375,186.55	367,563.22	513,820	481,751	32,069
2E000 Industry Education.				0.00	0.00	0	0	0
E100 Symposium				0.00	0.00	0	0	0
E101 Audio/Visual			58,375.00	58,375.00	56,500.00	58,375	56,500	1,875
E102 Soiree				0.00	0.00	0	0	0
E103 Facility	8,550.00	285.00	67,082.28	75,917.28	75,000.00	75,917	75,000	917
E104 Food and Beverage		28,845.00	8,565.99	37,410.99	40,000.00	37,411	40,000	(2,589)
E105 Materials, Fees, Misc		4,110.42	24,883.68	28,994.10	40,000.00	28,994	40,000	(11,006)
E108 Spanish Translation			7,382.50	7,382.50	10,000.00	7,383	10,000	(2,618)
E109 Speakers			30,875.37	30,875.37	44,500.00	30,875	44,500	(13,625)
E112 Marketing			2,625.99	2,625.99	6,000.00	2,626	6,000	(3,374)
E113 Event Management Contractor	18,637.50	18,637.50	19,536.68	56,811.68	58,000.00	56,812	58,000	(1,188)

	Q1 FY24-25 Actuals	Q2 FY24-25 Actuals	Q3 FY24-25 Actuals	YTD Actuals (Q1-Q3)	YTD Budget Earned (Q1-Q3)	FY24-25 Forecast Total (as of 6.5.25)	Budget FY24-25 v2024.12	FY24-25 Forecast v Budget
Total E100 Symposium	27,187.50	51,877.92	219,327.49	298,392.91	330,000.00	298,393	330,000	(31,607)
E200 Education Projects				0.00	0.00	0	0	0
E201 Misc Workshops				0.00	7,499.97	0	10,000	(10,000)
E202 DTC/ Workshop				0.00	7,499.97	0	10,000	(10,000)
E205 Community Benchmark				0.00	0.00	0	0	0
Total E200 Education Projects	0.00	0.00	0.00	0.00	14,999.94	0	20,000	(20,000)
E700 Education.Consulting Services	21,000.00	31,500.00	27,500.00	80,000.00	80,000.00	80,000	80,000	0
E800 Education.Administration				0.00	0.00	0	0	0
E803 Education.Employee Development	174.10		265.43	439.53	0.00	440	0	440
E804 Education.Mtg & Travel Expense	2,107.47	105.46	369.21	2,582.14	9,000.00	3,719	12,000	(8,281)
Total E800 Education.Administration	2,281.57	105.46	634.64	3,021.67	9,000.00	4,159	12,000	(7,841)
E900 Education.Employee Compensation	25,468.79	23,732.52	29,782.82	78,984.13	112,500.00	108,984	150,000	(41,016)
Total 2E000 Industry Education.	75,937.86	107,215.90	277,244.95	460,398.71	546,499.94	491,536	592,000	(100,464)
3M000 Marketing.				0.00	0.00	0	0	0
1B000 Brand Equity & Brand Identity				0.00	0.00	0	0	0
B100 Agency Fees (brand identity creative)			485.37	485.37	0.00	485	0	485
B101 Consumer Website Concept/Design/Maintenance				0.00	2,250.00	0	3,000	(3,000)
B106 Social Media Contractor			6,194.00	6,194.00	18,000.00	24,194	24,000	194
B107 Digital Advertising	1,820.13	2,119.52	1,823.03	5,762.68	11,999.97	6,370	16,000	(9,630)
Total 1B000 Brand Equity & Brand Identity	1,820.13	2,119.52	8,502.40	12,442.05	32,249.97	31,049	43,000	(11,951)
2T000 Tourism				0.00	0.00	0	0	0
M101 Oregon Wine Month				0.00	0.00	0	0	0
M101.01 OWM - Trade Programming	739.90	319.00	2,100.00	3,158.90	24,000.00	30,000	30,000	0
M101.02 OWM - Creative and Project Mngmt		656.25	1,812.50	2,468.75	4,500.00	7,500	7,500	0
M101.03 OWM - POS Printing & Distribution				0.00	16,250.00	32,500	32,500	0
M101.04 OWM - Media Plan & Mngmt			20,000.00	20,000.00	40,000.00	50,000	50,000	0
M101.05 OWM - Digital Promotion				0.00	6,000.00	20,000	20,000	0
M101.06 OWM - Merchandising Support			5,199.00	5,199.00	0.00	20,000	20,000	0
Total M101 Oregon Wine Month	739.90	975.25	29,111.50	30,826.65	90,750.00	160,000	160,000	0
M102 Wines Fly Free	1,380.00	5,884.33	31.25	7,295.58	4,000.00	7,796	5,000	2,796
M108 Bounty & Vine	2,500.00	2,899.34	2,506.09	7,905.43	35,000.00	8,605	35,000	(26,395)
M205 Wine Guide	1,086.83	5,823.59	1,939.09	8,849.51	7,000.00	37,450	50,000	(12,550)
T102 Content Development (includ. photog, Travel OR)		46,052.56	10,500.00	56,552.56	75,000.00	80,553	75,000	5,553
Total 2T000 Tourism	5,706.73	61,635.07	44,087.93	111,429.73	211,750.00	294,403	325,000	(30,597)
3X000 Market Expansion				0.00	0.00	0	0	0
I000 International Marketing				0.00	0.00	0	0	0
I101 Northwest Wine Coalition	65,200.00	4,200.00	2,400.00	71,800.00	75,000.00	74,200	75,000	(800)
I102 Non-Reimbursable Event Cost	279.91	20.40	4,213.75	4,514.06	7,499.97	8,014	10,000	(1,986)
I103 Reimbursed Expenses	27,068.07	(26,570.93)	57,349.55	57,846.69	0.00	0	0	0

	Q1 FY24-25 Actuals	Q2 FY24-25 Actuals	Q3 FY24-25 Actuals	YTD Actuals (Q1-Q3)	YTD Budget Earned (Q1-Q3)	FY24-25 Forecast Total (as of 6.5.25)	Budget FY24-25 v2024.12	FY24-25 Forecast v Budget
I103.01 Billable Shipping, Freight & Delivery	(8,818.34)		8,761.36	(56.98)	0.00	(57)	0	(57)
Total I103 Reimbursed Expenses	18,249.73	(26,570.93)	66,110.91	57,789.71	0.00	(57)	0	(57)
I900 Logistics & Admin Consultants	12,600.00	12,600.00	14,600.00	39,800.00	52,499.97	52,400	70,000	(17,600)
Total I000 International Marketing	96,329.64	(9,750.53)	87,324.66	173,903.77	134,999.94	134,557	155,000	(20,443)
X101 Resource Studio + Website Platform Upgrade				0.00	0.00	0	0	0
X103 Trade Education Tools & Events				0.00	0.00	0	0	0
M105 Trade Events - Texsom	12,049.88	451.25	598.42	13,099.55	20,000.00	13,100	20,000	(6,900)
M106 Marketing Events SCBG				0.00	0.00	25,000	10,000	15,000
M201 Resource Studio	6.88	7,924.59	9.16	7,940.63	7,500.00	7,943	7,500	443
Total X103 Trade Education Tools & Events	12,056.76	8,375.84	607.58	21,040.18	27,500.00	46,042	37,500	8,542
Total 3X000 Market Expansion	108,386.40	(1,374.69)	87,932.24	194,943.95	162,499.94	180,600	192,500	(11,900)
4C000 Communications				0.00	0.00	0	0	0
C100 Media Relations				0.00	0.00	0	0	0
C100.01 MR - Cross Border Tour				0.00	3,750.03	0	5,000	(5,000)
C100.02 MR - Shoulder Season Media Tours				0.00	10,000.00	0	20,000	(20,000)
C100.03 MR - Association Opportunities				0.00	11,250.00	0	15,000	(15,000)
C100.04 MR - Critical Reviewer Coordination	620.14		7,088.75	7,708.89	10,000.00	19,709	20,000	(291)
C100.05 MR - Wine Sample Shipments				0.00	2,250.00	0	3,000	(3,000)
C100.06 MR - Media Hosting & Briefings			1,222.22	1,222.22	9,000.00	1,222	12,000	(10,778)
C100.07 MR - Other Programming/Consultants				0.00	0.00	8,000	0	8,000
Total C100 Media Relations	620.14	0.00	8,310.97	8,931.11	46,250.03	28,931	75,000	(46,069)
C200 Media Analytics	10,200.00			10,200.00	10,200.00	10,200	10,200	0
C800 Comm.Administration				0.00	0.00	0	0	0
C801 Subs & Pubs	773.99	957.00	453.90	2,184.89	2,999.97	2,985	4,000	(1,015)
C802 Comm.Collateral & Materials	(180.00)			(180.00)	1,500.03	(180)	2,000	(2,180)
C804 Comm.Mtg & Travel	1,717.59	412.91	376.93	2,507.43	6,000.03	4,507	8,000	(3,493)
Total C800 Comm.Administration	2,311.58	1,369.91	830.83	4,512.32	10,500.03	7,312	14,000	(6,688)
C900 Comm.Employee Compensation	35,925.84	38,641.72	37,829.24	112,396.80	116,250.03	137,397	155,000	(17,603)
Total 4C000 Communications	49,057.56	40,011.63	46,971.04	136,040.23	183,200.09	183,840	254,200	(70,360)
M800 Marketing.Administration				0.00	0.00	0	0	0
M801 Marketing.Committee Meetings	250.00			250.00	2,250.00	250	3,000	(2,750)
M802 Marketing.Collateral & Mtls	1,950.08		4,267.98	6,218.06	7,499.97	6,218	10,000	(3,782)
M803 Marketing.Employee Development			81.88	81.88	0.00	82	0	82
M804 Marketing.Mtg & Travel	5,204.13	542.68	416.00	6,162.81	9,000.00	8,163	12,000	(3,837)
Total M800 Marketing.Administration	7,404.21	542.68	4,765.86	12,712.75	18,749.97	14,713	25,000	(10,287)
M900 Marketing.Employee Compensation	51,473.09	52,780.45	39,612.29	143,865.83	333,749.97	189,866	445,000	(255,134)
Total 3M000 Marketing.	223,848.12	155,714.66	231,871.76	611,434.54	942,199.94	894,471	1,284,700	(390,229)
4K000 Knowledge & Insights.				0.00	0.00	0	0	0
M300 Marketing Research				0.00	0.00	0	0	0

	Q1 FY24-25 Actuals	Q2 FY24-25 Actuals	Q3 FY24-25 Actuals	YTD Actuals (Q1-Q3)	YTD Budget Earned (Q1-Q3)	FY24-25 Forecast Total (as of 6.5.25)	Budget FY24-25 v2024.12	FY24-25 Forecast v Budget
M301 Marketing Research	75.00	75.00		150.00	20,000.00	150	50,000	(49,850)
M302 Nielsen Data				0.00	7,500.00	6,250	15,000	(8,750)
M304 Wine Market Council	5,000.00			5,000.00	5,000.00	5,000	5,000	0
M305 Community Benchmark	23,511.60			23,511.60	23,512.00	23,512	23,512	(0)
Total M300 Marketing Research	28,586.60	75.00	0.00	28,661.60	56,012.00	34,912	93,512	(58,600)
R200 Industry Research				0.00	0.00	0	0	0
R201 Ag Census		40,500.00	42,051.83	82,551.83	85,000.00	127,552	130,000	(2,448)
R203 Misc. Studies				0.00	0.00	0	0	0
R204 Salary Survey		1,000.00	2,907.09	3,907.09	2,800.00	3,907	5,000	(1,093)
Total R200 Industry Research	0.00	41,500.00	44,958.92	86,458.92	87,800.00	131,459	135,000	(3,541)
zK900 Knowledge & Insights Compensation	9,486.51	23,464.02	26,711.07	59,661.60	41,249.97	86,662	55,000	31,662
Total 4K000 Knowledge & Insights.	38,073.11	65,039.02	71,669.99	174,782.12	185,061.97	253,032	283,512	(30,480)
5L000 Leadership & Partnership				0.00	0.00	0	0	0
G200 Industry Contributions				0.00	0.00	0	0	0
G201 Misc Industry Contributions		0.00	19,033.15	19,033.15	7,000.00	27,533	14,000	13,533
G202 Industry WCLP Grant				0.00	22,500.00	7,500	45,000	(37,500)
Total G200 Industry Contributions	0.00	0.00	19,033.15	19,033.15	29,500.00	35,033	59,000	(23,967)
L103 Program Contributions				0.00	0.00	0	0	0
G600 Industry Relations				0.00	0.00	0	0	0
G601 Subscriptions	8,623.62	7,791.53	10,144.70	26,559.85	22,500.00	36,560	30,000	6,560
G602 Administration/Annual Report		1,050.00		1,050.00	3,750.03	1,050	5,000	(3,950)
G603 Strategic Planning			21,845.17	21,845.17	40,000.00	61,845	60,000	1,845
G604 Industry Website Platform Upgrade				0.00	5,000.00	0	10,000	(10,000)
G605 DEI Leadership-Infrastructure				0.00	0.00	0	0	0
G606 Profit Calculator				0.00	3,000.00	3,000	3,000	0
Total G600 Industry Relations	8,623.62	8,841.53	31,989.87	49,455.02	74,250.03	102,455	108,000	(5,545)
Total L103 Program Contributions	8,623.62	8,841.53	31,989.87	49,455.02	74,250.03	102,455	108,000	(5,545)
L800 Leadership & Partnership Administration				0.00	0.00	0	0	0
L804 Partnership.Mtg & Travel				0.00	2,500.00	0	5,500	(5,500)
Total L800 Leadership & Partnership Administration	0.00	0.00	0.00	0.00	2,500.00	0	5,500	(5,500)
L900 Leadership & Partnership.Employee Compensation	13,676.30	15,637.56	17,427.81	46,741.67	48,750.03	64,242	65,000	(758)
Total 5L000 Leadership & Partnership	22,299.92	24,479.09	68,450.83	115,229.84	155,000.06	201,730	237,500	(35,770)
6G000 General & Admin				0.00	0.00	0	0	0
G100 Board Administration				0.00	0.00	0	0	0
G101 Meetings.Board	3,404.55	1,045.00		4,449.55	11,000.00	9,450	16,000	(6,550)
G102 Travel Expense.Board	4,950.45	6,012.14		10,962.59	8,500.00	14,963	10,000	4,963
G103 Board Director Compensation	1,328.00	356.00	890.00	2,574.00	7,500.00	3,774	10,000	(6,226)
Total G100 Board Administration	9,683.00	7,413.14	890.00	17,986.14	27,000.00	28,186	36,000	(7,814)
G500 Office Administration				0.00	0.00	0	0	0

	Q1 FY24-25 Actuals	Q2 FY24-25 Actuals	Q3 FY24-25 Actuals	YTD Actuals (Q1-Q3)	YTD Budget Earned (Q1-Q3)	FY24-25 Forecast Total (as of 6.5.25)	Budget FY24-25 v2024.12	FY24-25 Forecast v Budget
G501 Rent	5,966.25	6,899.70	11,085.90	23,951.85	56,250.00	42,952	75,000	(32,048)
G501.1 Tenant Rent Expense			416.00	416.00	0.00	1,916	0	1,916
Total G501 Rent	5,966.25	6,899.70	11,501.90	24,367.85	56,250.00	44,868	75,000	(30,132)
G502 Equipment/Furniture/Maintenance	13,904.65	10,191.93	22,115.75	46,212.33	32,500.00	66,212	55,000	11,212
G503 Postage/Supplies/Fees	6,614.47	2,196.82	5,408.12	14,219.41	11,999.97	16,219	16,000	219
G504 Telephone/Internet Fees	624.48	2,255.50	5,354.44	8,234.42	11,999.97	11,234	16,000	(4,766)
Total G500 Office Administration	27,109.85	21,543.95	44,380.21	93,034.01	112,749.94	138,534	162,000	(23,466)
G800 Staff Administration				0.00	0.00	0	0	0
G802 Employee Development.G&A			81.88	81.88	6,000.03	382	8,000	(7,618)
G803 Mtg & Travel.G&A	3,342.31	4,094.36	6,571.47	14,008.14	37,500.03	21,008	50,000	(28,992)
G804 Temp & Contract Support	5,504.92	7,919.03	8,510.00	21,933.95	22,500.00	29,934	30,000	(66)
G805 Legal Fees	4,372.50	3,190.00	9,967.10	17,529.60	15,000.03	32,530	20,000	12,530
Total G800 Staff Administration	13,219.73	15,203.39	25,130.45	53,553.57	81,000.09	83,854	108,000	(24,146)
G900 Employee Compensation.G&A	114,139.29	100,223.46	96,551.23	310,913.98	307,500.03	410,914	410,000	914
G901 Employee Retirement Allocation				0.00	0.00	0	0	0
G999 Accrued PTO Balances				0.00	29,999.97	49,000	40,000	9,000
Total 6G000 General & Admin	164,151.87	144,383.94	166,951.89	475,487.70	558,250.03	710,488	756,000	(45,512)
8000 General & Administrative				0.00	0.00	0	0	0
8200 Employee Compensation				0.00	0.00	0	0	0
8210 Salaries and Wages	0.00	0.00	0.00	0.00	0.00	0	0	0
8230 Payroll tax	0.00			0.00	0.00	0	0	0
Total 8200 Employee Compensation	0.00	0.00	0.00	0.00	0.00	0	0	0
8600 Misc. Administration				0.00	0.00	0	0	0
8680 Miscellaneous		0.00	(100.00)	(100.00)	0.00	(100)	0	(100)
Total 8600 Misc. Administration	0.00	0.00	(100.00)	(100.00)	0.00	(100)	0	(100)
Total 8000 General & Administrative	0.00	0.00	(100.00)	(100.00)	0.00	(100)	0	(100)
Total Expenses	738,778.01	525,525.52	948,115.93	2,212,419.46	2,754,575.16	3,064,976	3,635,463	(570,487)
Net Operating Income	309,914.16	(177,429.00)	557,935.78	690,420.94	(256,033.94)	70,896	(839,708)	910,604
Net Income	309,914.16	(177,429.00)	557,935.78	690,420.94	(256,033.94)	70,896	(839,708)	910,604
Beginning Balance						1,474,484	0	
Ending Balance						1,545,380	0	
Reserve Goal (30% of 3 yr Avg Grape Assessment)						677,578	0	
Surplus/Deficit after Reserve Goal						867,802	0	
Total Compensation	260,969.96	279,858.64	280,719.69	821,548.29	1,012,500.00	1,100,048	1,350,000	(249,952)



JUNE 17, 2025, BOARD PACKET

Finance Update

Prepared by: Sally Crawford

Industry Grant Request

Umpqua Valley Winegrowers Association - \$2000 request for marketing assistance for Umpqua Valley Harvest Tour. This will support the development and distribution of compelling marketing content to attract visitors from outside the region and increase visibility for the event.

FY24-25 Q1 Financials

The detailed Q1 FY24-25 Financials included in the 12/5/24 and 3/14/25 Board Packets were correct, but some P&L line items were inadvertently hidden in the printouts. The Q1 financials are included again in this packet for clarity.

FY24-25 Q3 Financials and Year End Forecast

Q3 FY24-25 Financials are included. Comments:

- Grape Assessment Revenue is exceeding plan by ~\$400K YTD. The FY24-25 budget is \$2.1M; we anticipate finishing the year at \$2.5M.
- Symposium is budgeted as a net neutral event with revenue equivalent to expenses. This year expenses exceed revenue by \$22K. Revenue was \$54K below plan due mainly to low sponsorship and expenses ended \$32K under budget.
- Total expenses are running under plan. Main contributing factors to lower than budgeted expenses:
 - Employee compensation; staffed at 6 FTE for most of the year vs the plan of 7 FTE for the full year
 - Travel budgets
 - Rent due to delay in office construction
 - WCLP Grants – grant work has started but most expenses will roll into FY25-26
- Based on the current year end forecast we are anticipating a budget surplus of \$800K. Surplus is typically rolled into the following FY, and we run a deficit budget the following FY to spend down the surplus.

Reserve Goal

Reserve Goal is currently 30% of the 3-year average grape tax revenue. Based year-end forecast, the reserve fund will be \$676K on June 30. Reserves can be used with board approval for emergency or out of ordinary unbudgeted expenses. Taking into consideration the wine industry climate, prevailing economic conditions, and forecasted budget surplus this year, does the Board want to consider increasing the reserve goal?



FY25-26 Budget Revision Timeline

Work is underway on year-end financial forecasting and identifying surplus funds for FY25-26 budget revisions. Proposed budget revisions will be informed by actual year end financials, forecast revenue for FY25-26, priorities identified in the new strategic plan, input from the Marketing Committee on programming, and the IPC.

A public presentation of proposed revisions is scheduled for Tuesday, July 22 at 2 pm. An invitation will be sent to all board members and will be announced via the Grapevine and standalone announcements. A revised budget, based on all input, will be presented at the August 8 Board Meeting for approval.



Oregon Wine Month 2025



Activity Overview

robust paid, earned, owned, trade and partnership driven campaign activation

Results Recap: August 5th

11 Paid Media Outlets

1,420 Media Mentions

6 Major Retail Chain & E-Commerce Activations

11k+ Sweepstake Entries

52 Businesses Registered

250+ Winery & Association Engagements on Social Media



2k+ new followers



Est. Impressions

**Paid Media
12M**

**Earned Media
5B**

**Social Media
150k**

“...I've heard more distributors mentioning Oregon Wine Month this year than I can ever remember in the past. I don't know if you're doing anything different, but it's good news as far as I am concerned... Excellent work.”

-Gabriel Jagle
Winemaker, Scenic Valley Farms

Publication	Media	Timing	Content	Est. Reach
PDX Airport	Wall Wraps	April 14 – June 8	Celebrate OWM, CTA: Learn more & Enter to Win	1.6M
	Digital Directory Kiosks	May 1 – May 28		
Oregon Public Broadcasting	Radio Spots & Splendid Table	April 13 – April 30 & May 12 – May 25	Celebrate OWM, CTA: Learn more & Enter to Win	390,000
Wine Spectator	E-blast, geo-targeted West Coast	April 24	Celebrate OWM, CTA: Learn more & Enter to Win	50,000
	Ad in Sip & Tips Newsletter	May 6th		3M 144,000
VinePair	Custom Article Social Promotion Email Campaign ROS Display Ads	April 29 - 31	Oregon Wine Adventure article CTA: Learn more & Enter to Win	1M
The Oregonian	Social Media	April 15 – May 31	Oregon Wine Adventure Social Campaign	1.5M
	½ Page Print Ad	May 2		
Portland Monthly	E-blast	April 24	Celebrate Oregon Wine Month Oregon Wine Adventure CTA: Enter to Win	207,000
	Social Media	April 18 - May 9		
Wine Folly	Social Media Quiz	May 25th	Oregon Quiz CTA: Learn more & Enter to Win	660,000
	E-blast Banner Ads	May 6th April – May		
Sip Magazine	Leaderboard Newsletter	May 1 – 31 May 8th	Celebrate OWM, CTA: Learn more	375,000
Travel Oregon	Digital Ads	May 1 – 31	Celebrate OWM, Sweeps	1.6M

Publication	Media	Timing	Content	Est. Reach
KGW	172 :05 TV spots	May 1 - 31	Celebrate OWM	2.9M impressions
Willamette Week	¼ page print ad Display Ad	May 14	Celebrate OWM, CTA: Learn more & Enter to Win	105,000 impressions
Wine.com	Postcard insert in shipments out of CA, NY & TX warehouses. Social Media	April 28 Shipment May 1 - 31	Celebrate OWM, CTA: Learn more & Enter to Win	25,000 households
Oregon Restaurant and Lodging Association	Video Ad during online Alcohol Server Permit course	June 1 - 30	Oregon Wine Film	148,000 impressions
Harris Teeter	In-store film feature	May 21 – June 27	Oregon Wine Film	156 Stores
Gary's Wine & Marketplace	In-store Displays Digital Campaign Social Media E-Blasts	May 1 - 31	Celebrate OWM CTA: Enter to Win	3 stores
Costco Mid-West	OWM Displays	May 12 - 31	Custom posters on displays	110 Stores
Albertsons Education Platform (NVWA)	Oregon Wine Education and Sales Tips Newsletter	May Sales Tip Newsletter Permanent Sales Tool on NVWA	Oregon Wine Overview and sales tips	500+ wine stewards/wine departments 100,000
Albertsons/Safeway In-Store Audio Ads	:30 audio ads in Oregon + Seattle	May 16 – May 31, 2x per hour Fri 4 PM – 8 PM, Sat & Sun 10 AM – 4 PM	Celebrate Oregon Wine Month, find Oregon wine in the wine aisle	1,100,000

Monthly Overview



Instagram

Oregon Wine Month was our highest traffic month yet, with overwhelming response to our organic posts and significant engagement from followers and non-followers alike in response to nudges to enter the Oregon Wine Giveaway Sweepstakes. Popular topics included highlights of regional Sweepstakes packages, story highlights of weekend events throughout the month, and sharable content encouraging visitorship.

15.9K

Followers

858

Follower gain

167,086

Visibility

M: Reach + Impressions

4461

Engagement

M: Interactions + Clicks



Facebook

Facebook content mirrored Instagram content, with deviation specific to paid ads. By creating a custom audience, we were able to directly target non-followers to encourage engagement and to prompt new users to enter our Oregon Wine Getaway Sweepstakes. This was the biggest follower gain we've seen yet at nearly 5% of growth in a month.

25,582

Followers

1,065

Follower gain

174,584

Visibility

M: Reach + Impressions

4,269

Engagement

M: Interactions + Clicks



LinkedIn

Oregon Wine Month brought many opportunities to highlight partners and acknowledge media mentions of wine regions, wineries and vineyards, and events. We saw significant traction in sharable content and shoutouts from several publications.

2,685

Followers

118

Follower gain

54,492

Visibility

M: Reach + Impressions

924

Engagement

M: Interactions + Clicks

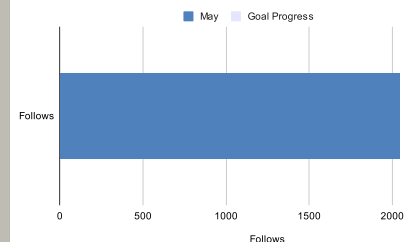
Goal Progress

Goal #1: Followers

Increase across platforms by 2K

Results: Aided by targeted ads across platforms, total followers increased by 2,045, exceeding the goal.

OWM Follows

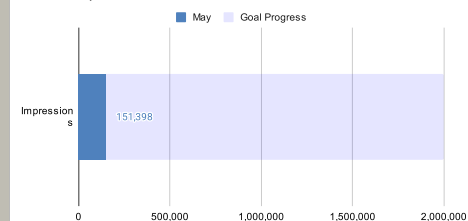


Goal #2: Impressions

Increase across platforms by 2M

Results: Total impressions across platforms significantly increased from prior months, but only represented about 10% of impressions goal.

OWM Impressions

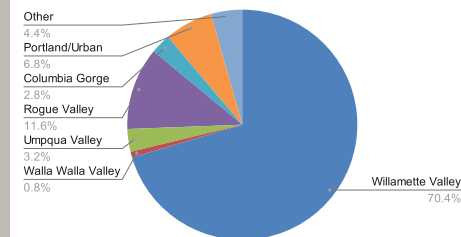


Goal #3: Intentional Mentions

Engage 250+ accounts

Results: Across all platforms, more than 250 accounts were engaged, with an AVA split aligned with content goals for AVA engagement (70% Willamette Valley, 30% otherwise).

AVAs Engaged





VITICULTURE & ENOLOGY RESEARCH

Committee charter (Revision Draft: 4/3/2025 – endorsed by full committee)

Note: In addition to the tracked changes below, language throughout has been updated from Requests for Applications (RFA) to Requests for Proposals (RFP).

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 Proposal (RFP) and reviews and recommends new proposals 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. [The Steering Committee also provides guidance on any emergency funding request.](#)

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 and 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") to follow the progress of funded projects and recommend continued funding for multi-year projects. 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 all funded projects and make joint recommendations to the Chair regarding ongoing payments. When proposals are submitted for subsequent funding, Specialists will make joint recommendations regarding continuing funding to the Steering Committee, contingent upon satisfactory progress toward the stated goals and objectives of the proposal.

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 proposals 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 proposals review meeting.

IV. Decision processes

a. Annual grant proposal reviews

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

The process begins each fiscal year with ratification of an RFP (Request for Proposal) and culminates in an annual meeting to discuss new research proposals at which the Research Committee votes on a prioritized list of project applications. Proposals for submission to the Board for approval and funding. Previously funded research will take precedence for funding allocations from the research budget each year. The key steps of the process are outlined in a

[detailed Workflow document that provides guidance for the organized efforts of the Research Committee.](#)

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 Proposal and once in the spring for grant proposal 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 Proposal; 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.

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b. Emergency funding requests

[Upon receiving an emergency request, the Steering Committee will assess urgency, alignment with strategic priorities, and potential statewide impact. The Steering Committee will identify a group of experts to conduct a rapid, comprehensive review, which may include consultation with relevant stakeholders. Based on experts' recommendations and available resources, the Steering Committee will then make a funding recommendation to the Board. Any emergency funding decision will be clearly communicated to the industry.](#)

IV.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.

V.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.

VI.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.

VITICULTURE & ENOLOGY RESEARCH

Committee charter **(Clean Draft for Board Approval)**

I. Purpose

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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") to follow the progress of funded projects and recommend continued funding for multi-year projects. 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 all funded projects and make joint recommendations to the Chair regarding ongoing payments. When proposals are submitted for subsequent funding, Specialists will make joint recommendations regarding continuing funding to the Steering Committee, contingent upon satisfactory progress toward the stated goals and objectives of the proposal.

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 proposals 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 proposals review meeting.

IV. Decision processes

a. Annual grant proposal reviews

The process begins each fiscal year with ratification of an RFP (Request for Proposal) and culminates in an annual meeting to discuss new research proposals at which the Research Committee votes on a prioritized list of project proposals for submission to the Board for approval and funding. Previously funded research will take precedence for funding allocations from the research budget each year. The key steps of the process are outlined in a detailed Workflow document that provides guidance for the organized efforts of the Research Committee.

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 Proposal and once in the spring for grant proposal 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 Proposal; 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.

b. Emergency funding requests

Upon receiving an emergency request, the Steering Committee will assess urgency, alignment with strategic priorities, and potential statewide impact. The Steering Committee will identify a group of experts to conduct a rapid, comprehensive review, which may include consultation with relevant stakeholders. Based on experts' recommendations and available resources, the Steering Committee will then make a funding recommendation to the Board. Any emergency funding decision will be clearly communicated to the industry.

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.



JUNE 2025 BOARD PACKET

Research Update

Prepared by: Jess Willey

Viticulture & Enology Research Grant Program

Overview

The Oregon Wine Board's mandate includes supporting enological and viticultural research, which it does primarily through its long-standing grant program. The Oregon Wine Board publishes an RFP each year, laying out priorities for research projects in conjunction with the OWB's Vit & Eno Research Strategic Plan.

Status

For the 2025-26 fiscal year, the OWB is funding \$352,208 in Viticulture and Enology research grants. Details on the six funded projects that were recommended for funding by the Research Committee and approved by the Board in May can be found [here](#). A [press release](#) was published to announce the grant awards.

Two projects, Grapevine Trunk Disease Management from Dr. Achala KC of OSU SOREC, and Spoilage potential of Oregon Brettanomyces strains from Dr. Chris Curtin of OSU in Corvallis, have concluded.

Next steps and timing

- Evaluate how to incorporate recently completed projects into Symposium 2026 curriculum or other educational programming.
- Convene full Research Committee in August to review RFP and discuss priorities for 2026-27.

Research Committee Charter

Overview

The Research Committee was chartered in its current form in 2021.

Status

At its April 2025 meeting, the full committee has voted to recommend updating the Charter, per the Steering Committee's recommendation. The edits address three main points:

- 1) update Request for Applications with Request for Proposals;
- 2) expanding detail on the role of the Continuing Project Specialists;
- 3) adding the role and process of the Steering Committee for addressing emergency research funding requests.

Next steps and timing

Requesting the Board approve the updates to the Research Committee charter. Please see the appended redline and new clean versions of the charter, attached.



Vineyard & Winery Census

Overview

The annual vineyard & winery census aims to report a complete picture of harvest, production, and sales statewide. Since 2017, OWB has contracted with the University of Oregon's Institute for Policy Research & Engagement to execute this study. The reported information enables data-based reporting on the grape and wine production trends in Oregon and gives regional and variety-specific detail where possible. Past reports can be found [here](#).

Status

Data analysis for the 2024 report is nearing conclusion. We anticipate publishing the report by the end of June. The report will include an addendum discussing responses received that may illuminate farming decisions made in 2024 based on market dynamics.

Next steps and timing

The 2024 Vineyard & Winery Census is slated to be published to the OWB website by end of June, accompanied by an industry announcement and press release.

Economic Impact Study

Overview

Since 2003, OWB has commissioned a study to measure the impact of wine on Oregon's economy. This study reports figures such as overall economic impact, impact of wine tourism, number of jobs, and much more, providing critical data to use in conversation with partners, lawmakers, media, etc., in telling the story of the importance of the Oregon wine industry to our state. Past reports can be found [here](#).

Status

Historically, we have commissioned this report every three years. The most recent Economic Impact Report evaluated 2022. Given the rapidly changing environment in which Oregon wine operates, we have decided to move to a biannual study going forward. We have signed a contract with Dr. Robert Eyler of Economic Forensics & Analytics to conduct a study that evaluates 2024 with commentary on the influence of 2025 policies and market dynamics.

Next steps and timing

This project will kick off to the industry with the launch of an industry survey in early July. The report will be finalized in January 2026 and presented at the 2026 Oregon Wine Symposium in February.



JUNE 2025 BOARD PACKET

Education Update

Prepared by: Jess Willey

Oregon Wine Symposium

Overview

The [Oregon Wine Symposium](#) is the Northwest wine industry's premier educational event and trade show. The OWB partners with the Oregon Winegrowers Association to produce the event. The OWB is responsible for educational programming and OWA is responsible for the trade show.

Educational programming includes general sessions (climatology report and state of the industry) and 4 tracks of panel discussions / speakers focused on Viticulture, Enology, DTC, and Executive Business.

Status

After a successful [RFP](#) process, we have recently signed a contract with event management company Blue Ribbon Events (BRE), who will help us produce OWS26.

We are in the process of getting all project management workstreams scoped with OWA and BRE to ensure successful development and execution of the event on February 3 & 4, 2026.

Next steps and timing

Immediate next steps include:

- Laying out program flow for 2-day event that maximizes attendees networking time and learning potential.
- Designing a content development plan that responds to the feedback received, ensuring content is fresh, relevant, and actionable across disciplines (June/July).
- Hosting program development meetings with planning committees across disciplines (viticulture, enology, consumer sales & marketing, etc.) – initial meetings planned for June.
- Redeveloping sponsorship packages and outreach plan, to be kicked off in July.
- Creating marketing and communications strategy to drive ticket sales, including rebranding (July/Aug).

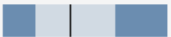
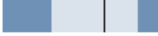
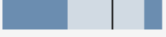
Grower Webinars

Overview

This spring, OWB conducted a survey of grape growers to understand what kind of assistance they would like during this growing season. 106 growers responded to this questionnaire.

We asked them to rank four areas of possible educational support, and Vineyard Economics and Farming Practices were the clear priorities among the four (see chart below). Open ended responses also indicated desired assistance in other areas, such as better understanding the grape marketplace, end consumer demand dynamics, and resources on how to manage anticipated immigration enforcement activity.

8. To help OWB bring you relevant educational support in this challenging market for grape growers, place the following topics in order of priority to you (1 = Top Priority):

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Vineyard economics	1		308	96
Farming practices	2		268	99
Debt / financing implications	3		203	94
Crop insurance implications	4		192	96






 Lowest Rank Highest Rank

Status

Two webinars are in development for the last week of June:

1. Critically Evaluating Vineyard Productivity – Considerations for 2025 and Beyond – Dr. Patty Skinkis presenting. Tuesday, June 24, 1-2pm
2. Making informed vineyard management decisions with the Vineyard Profit Planner Workbook – Tim Hanni MW presenting. Thursday, June 26, 2-3pm

In addition, OWB circulated resources to assist businesses in anticipation of immigration enforcement activity on June 11.

Next Steps

- Promote registrations and conduct webinars
- Bring feedback from this survey into OWS26 planning