



JANUARY 21, 2025

Oregon Wine Board Meeting Agenda **FINAL**

Time	Topic	Documents	Leader
11 – 11:05 a.m. (5 minutes)	Public Board Meeting • Open meeting & welcome guests		Tiquette Bramlett
11:05 – 11:10 p.m. (5 minutes)	Board Meeting Minutes • December 5, 2025 minutes	• Dec. 5, 2025 Draft meeting minutes	Tiquette Bramlett
11:10 – 11:50 a.m. (40 minutes)	Financial Review • FY2025-26 Budget • Q2 Financials • Industry Grant Requests	• FY2025-26 Budget • Q2 Financials • Industry Grant Applications	Sally Crawford Gina Bianco
11:50 a.m. – noon. (10 minutes)	Public Comment/Adjourn		Tiquette Bramlett

Board of Directors

Tiquette Bramlett, Ben Casteel, Cristina Gonzales, Dionne Irvine, Greg Jones, Austin Kraemer, Robert Moshier, Andy Steinman

Absent

Adam Ramirez

Staff

Gina Bianco, Carissa Cook, Sally Crawford, Ben Engel, Stacey Kohler, Jess Willey



JANUARY 2026 BOARD PACKET

Finance Update

Prepared by: Sally Crawford

FY25-26 Q2 Financials

Balance Sheet, P&L and Statement of Cash Flows for Q2 FY25-26 are attached.

Revenue is 7% behind YTD Q2 budget, \$1,540,472 vs YTD Budget of \$1,232,974. Revenue shortage is driven by Grape Assessment and Privilege Tax running 9-10% under plan. Expenses closed 25% under YTD budget mainly driven by timing of symposium invoices and international grant reimbursed expenses.

FY25-26 Proposed Budget Updates

OWB is anticipating a lower revenue for FY25-26 than current budget:

Grape Assessment: Initial OLCC 2025 Tonnage reports are 30% lower than the previous year in the same time frame. OWB had budgeted 20%. Additionally, 2024 Harvest payments came in lower than forecast. Combining these we are re-forecasting to \$1,749,300, down \$467,100 from the v2025.08 budget of \$2,216,400.

Privilege Tax: Running 10% behind current budget. Re-forecasting to \$280,000 down \$65,000 from the v2025.08 budget of \$310,00.

Symposium: Ticket sales and sponsorships remain soft. Re-forecasting to \$280,000 down \$65,000 from the v2025.08 budget of \$310,00.

Expenses: Current year expense budget and programming have been reviewed line by line. The proposed adjustments in the budget do not impact current year program work significantly.

The proposed budget is attached and utilizes \$93,000 of the \$900,000 reserve fund.

FY26-27 Budget Process

The FY26-27 budget process has started to meet state requirements. Key upcoming dates include:

February 5: Proposed FY26-27 budget will be posted to the website by February 5.

February 17: IPC Budget presentation and input

February 19: Public Budget Forum

March 5: Board Meeting for budget approval

April 1: Submit budget to Business Oregon

Balance Sheet

	Total	
	As of December 31, 2025	As of September 30, 2025
Assets		
Current Assets		
Bank Accounts		
1000 Umpqua Bank Checking	330,442.20	861,959.00
1050 Umpqua Bank Money Market	900,050.65	900,027.96
Total for Bank Accounts	1,230,492.85	1,761,986.96
Accounts Receivable		
1200 Accounts Receivable	125,550.39	227,940.76
Total for Accounts Receivable	125,550.39	227,940.76
Other Current Assets		
1300 Accrued Revenue 02-03	41,716.14	0.00
Inventory Asset	47,756.00	47,756.00
Total for Other Current Assets	89,472.14	47,756.00
Total for Current Assets	1,445,515.38	2,037,683.72
Other Assets		
1250 Prepaid Expenses	184,637.69	122,059.29
1260 Security Deposit	6,811.75	6,811.75
Right-of-Use Asset	130,298.73	135,581.10
Total for Other Assets	321,748.17	264,452.14
Total for Assets	1,767,263.55	2,302,135.86
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	24,823.90	145,391.77
2050 Grants Payable	0.00	12,400.00
Accrued Expenses	711.35	11,884.23
Total for Accounts Payable	25,535.25	169,676.00
Credit Cards		
Credit Card 9737 AP	13,188.02	19,226.94
Total for Credit Cards	13,188.02	19,226.94
Other Current Liabilities		
2101 Payroll Liabilities	4,906.23	4,906.23
2102 FSA Employee Contributions	(603.35)	(1,590.87)
2120 Accrued PTO Balance	52,099.95	52,099.95
Total for 2101 Payroll Liabilities	56,402.83	55,415.31
Total for Other Current Liabilities	56,402.83	55,415.31
Total for Current Liabilities	95,126.10	244,318.25
Long-term Liabilities		
Right-of-Use Liability	134,892.23	138,796.55
Total for Long-term Liabilities	134,892.23	138,796.55
Total for Liabilities	230,018.33	383,114.80
Equity		
3000 Opening Bal Equity	13,492.81	13,492.81
3900 Retained Earnings	1,822,482.60	1,822,482.60
Net Income	(298,730.19)	83,045.65
Total for Equity	1,537,245.22	1,919,021.06
Total for Liabilities and Equity	1,767,263.55	2,302,135.86

Profit & Loss Statement

	Q1 Actual	Q1 Budget	Q2 Actual	Q2 Budget	YTD Actual	YTD Budget	% of Budget	FY25-26 Budget v2025.08	% of FY Budget
Income									
40000 REVENUE									
41000 Grape Assessment	763,525.16	836,351.00	140,398.19	151,590.00	903,923.35	987,941.00	91.5%	2,216,400.00	40.8%
42000 Privilege Tax	67,547.85	77,500.00	72,582.42	77,500.00	140,130.27	155,000.00	90.4%	310,000.00	45.2%
43000 Symposium	4,400.00	0.00	37,465.00	40,000.00	41,865.00	40,000.00	104.7%	330,000.00	12.7%
44000 Grant Revenue									
44100 Wine Country License Plate		0.00	50,000.00	50,000.00	50,000.00	50,000.00	100.0%	50,000.00	100.0%
Total 44000 Grant Revenue	0.00	0.00	50,000.00	50,000.00	50,000.00	50,000.00	100.0%	50,000.00	100.0%
81000 Interest	22.69	16.26	22.69	16.26	45.38	32.52	139.5%	65.00	69.8%
82000 Wine Cellar Valuation								20,000.00	
Total 40000 REVENUE	835,495.70	913,867.26	300,468.30	319,106.26	1,135,964.00	1,232,973.52	92.1%	2,926,465.00	38.8%
45000 Other Income			14,508.14		14,508.14				
Total Income	835,495.70	913,867.26	314,976.44	319,106.26	1,150,472.14	1,232,973.52	93.3%	2,926,465.00	39.3%
Gross Profit	835,495.70	913,867.26	314,976.44	319,106.26	1,150,472.14	1,232,973.52	93.3%	2,926,465.00	39.3%
Expenses									
61000 RESEARCH									
61100 Scientific Research									
61110 Grants for Vit & Enology	176,104.00	176,104.00		0.00	176,104.00	176,104.00	100.0%	352,500.00	50.0%
61120 Research Support	1,431.48	5,750.00	4,731.51	5,750.00	6,162.99	11,500.00	53.6%	23,000.00	26.8%
Total 61100 Scientific Research	177,535.48	181,854.00	4,731.51	5,750.00	182,266.99	187,604.00	97.2%	375,500.00	48.5%
61400 Insights and Data	13,281.00	12,500.00	12,031.00	12,500.00	25,312.00	25,000.00	101.2%	50,000.00	50.6%
61500 Industry Research	6,258.33	20,000.00	15,258.33	50,000.00	21,516.66	70,000.00	30.7%	130,000.00	16.6%
61900 Research Contractors		5,000.00		5,000.00	0.00	10,000.00	0.0%	20,000.00	
61950 Research Committee Admin		750.00		750.00	0.00	1,500.00	0.0%	3,000.00	
Total 61000 RESEARCH	197,074.81	220,104.00	32,020.84	74,000.00	229,095.65	294,104.00	77.9%	578,500.00	39.6%
62000 EDUCATION EXPENSES									
62100 Symposium	36,755.42	60,000.00	6,996.26	120,000.00	43,751.68	180,000.00	24.3%	330,000.00	13.3%
62200 Industry Resources	750.00	5,000.00	750.00	5,000.00	1,500.00	10,000.00	15.0%	20,000.00	7.5%
62300 Oregon Wine Education	6.85	22,500.00	6.84	22,500.00	13.69	45,000.00	0.0%	90,000.00	0.0%
62900 Education Contractors		21,250.00	4,500.00	21,250.00	4,500.00	42,500.00	10.6%	85,000.00	5.3%
62950 Education Committee Admin	15.34	750.00		750.00	15.34	1,500.00	1.0%	3,000.00	0.5%
Total 62000 EDUCATION EXPENSES	37,527.61	109,500.00	12,253.10	169,500.00	49,780.71	279,000.00	17.8%	528,000.00	9.4%

	Q1 Actual	Q1 Budget	Q2 Actual	Q2 Budget	YTD Actual	YTD Budget	% of Budget	FY25-26 Budget v2025.08	% of FY Budget
63000 MARKETING EXPENSES					0.00	0.00			
63100 Media-Digital Promotion	25,989.88	48,250.00	9,705.14	48,250.00	35,695.02	96,500.00	37.0%	193,000.00	18.5%
63110 Trade Programming		15,000.00		15,000.00	0.00	30,000.00	0.0%	60,000.00	
63120 Creative	7,029.22	22,500.00	22,748.82	22,500.00	29,778.04	45,000.00	66.2%	90,000.00	33.1%
63130 Events and Sponsorships	4,771.05	25,000.00	31,524.50	25,000.00	36,295.55	50,000.00	72.6%	100,000.00	36.3%
63140 Website Upgrade & Maintenance	6,741.95	18,750.00	7,156.11	18,750.00	13,898.06	37,500.00	37.1%	75,000.00	18.5%
63150 Wine Guide	54,875.28	56,450.00		2,850.00	54,875.28	59,300.00	92.5%	65,000.00	84.4%
63200 Public Relations					0.00	0.00			
63210 Media Analytics + Publications	3,813.81	6,250.00	10,810.48	6,250.00	14,624.29	12,500.00	117.0%	25,000.00	58.5%
63220 FAM Tours + Hosted Media	2,968.02	12,500.00	763.20	12,500.00	3,731.22	25,000.00	14.9%	50,000.00	7.5%
63230 Wine Reviewers	587.23	6,250.00	429.81	6,250.00	1,017.04	12,500.00	8.1%	25,000.00	4.1%
Total 63200 Public Relations	7,369.06	25,000.00	12,003.49	25,000.00	19,372.55	50,000.00	38.7%	100,000.00	19.4%
63400 Industry Grants	2,000.00	12,500.00	35,000.00	12,500.00	37,000.00	25,000.00	148.0%	50,000.00	74.0%
63500 WCLP Matching Funds	41,426.40	35,625.00	103,686.37	35,625.00	145,112.77	71,250.00	203.7%	142,500.00	101.8%
63600 International Marketing					0.00	0.00			
63610 Grant + Coalition Administration	22,150.02	22,500.00	22,150.00	22,500.00	44,300.02	45,000.00	98.4%	90,000.00	49.2%
63620 Program Support	2,966.57	3,000.00	1,079.55	3,000.00	4,046.12	6,000.00	67.4%	12,000.00	33.7%
63630 Grant Reimbursed Expenses	(47,724.38)		28,942.99		(18,781.39)	0.00		0.00	
63640 International Contractors	13,200.00	18,750.00	13,200.00	18,750.00	26,400.00	37,500.00	70.4%	75,000.00	35.2%
63650 IMEC Committee Admin	299.31	500.00		500.00	299.31	1,000.00	29.9%	2,000.00	15.0%
Total 63600 International Marketing	(9,108.48)	44,750.00	65,372.54	44,750.00	56,264.06	89,500.00	62.9%	179,000.00	31.4%
63900 Marketing Contractors	22,370.00	30,000.00	15,450.00	30,000.00	37,820.00	60,000.00	63.0%	120,000.00	31.5%
63950 Marketing Committee Admin		750.00	244.71	750.00	244.71	1,500.00	16.3%	3,000.00	8.2%
Total 63000 MARKETING EXPENSES	163,464.36	334,575.00	302,891.68	280,975.00	466,356.04	615,550.00	75.8%	1,177,500.00	39.6%
64000 GENERAL & ADMIN EXPENSES			0.00		0.00	0.00			
64100 Technology Equipment & Support	7,780.83	7,500.00	9,455.12	7,500.00	17,235.95	15,000.00	114.9%	30,000.00	57.5%
64150 Software Subscriptions	9,289.23	17,500.00	5,275.94	17,500.00	14,565.17	35,000.00	41.6%	70,000.00	20.8%
64200 Supplies & Fees	4,024.48	6,250.00	7,872.84	6,250.00	11,897.32	12,500.00	95.2%	25,000.00	47.6%
64250 Utilities	3,107.76	4,000.00	3,149.80	4,000.00	6,257.56	8,000.00	78.2%	16,000.00	39.1%
64300 Legal	6,377.40	7,500.00	2,964.60	7,500.00	9,342.00	15,000.00	62.3%	30,000.00	31.1%
64350 Wine Storage	1,715.22	1,000.00	301.35	1,000.00	2,016.57	2,000.00	100.8%	4,000.00	50.4%
64400 Board Administration					0.00	0.00			
64410 Board Travel & Meeting Expenses	4,786.99	6,500.00	4,224.02	6,500.00	9,011.01	13,000.00	69.3%	26,000.00	34.7%

	Q1 Actual	Q1 Budget	Q2 Actual	Q2 Budget	YTD Actual	YTD Budget	% of Budget	FY25-26 Budget v2025.08	% of FY Budget
64420 Director Compensation	534.00	1,250.00	178.00	1,250.00	712.00	2,500.00	28.5%	5,000.00	14.2%
Total 64400 Board Administration	5,320.99	7,750.00	4,402.02	7,750.00	9,723.01	15,500.00	62.7%	31,000.00	31.4%
64450 Membership and Dues	1,000.00		0.00		1,000.00	0.00		0.00	
64500 Rent					0.00	0.00			
64510 Lease	18,999.30	18,250.00	18,999.30	18,250.00	37,998.60	36,500.00	104.1%	73,000.00	52.1%
64520 Tenant Rent Expenses	1,440.00	1,500.00	1,440.00	1,500.00	2,880.00	3,000.00	96.0%	6,000.00	48.0%
Total 64500 Rent	20,439.30	19,750.00	20,439.30	19,750.00	40,878.60	39,500.00	103.5%	79,000.00	51.7%
64600 Staff Administration					0.00	0.00			
64610 Travel	7,817.76	8,750.00	7,172.09	8,750.00	14,989.85	17,500.00	85.7%	35,000.00	42.8%
64620 Employee Development	15,260.11	8,375.00	817.57	8,375.00	16,077.68	16,750.00	96.0%	33,500.00	48.0%
Total 64600 Staff Administration	23,077.87	17,125.00	7,989.66	17,125.00	31,067.53	34,250.00	90.7%	68,500.00	45.4%
64650 Employee Compensation	265,500.19	275,000.00	268,329.78	275,000.00	533,829.97	550,000.00	97.1%	1,100,000.00	48.5%
64700 PTO Accrual		0.00		0.00	0.00	0.00		15,000.00	
64900 G&A Contractors	6,750.00	10,500.00	19,406.25	10,500.00	26,156.25	21,000.00	124.6%	42,000.00	62.3%
Total 64000 GENERAL & ADMIN EXPENSES	354,383.27	373,875.00	349,586.66	373,875.00	703,969.93	747,750.00	94.1%	1,510,500.00	46.6%
Total Expenses	752,450.05	1,038,054.00	696,752.28	898,350.00	1,449,202.33	1,936,404.00	74.8%	3,794,500.00	
Net Operating Income	83,045.65	(124,186.74)	(381,775.84)	(579,243.74)	(298,730.19)	(703,430.48)	42.5%	(868,035.00)	
Net Income	83,045.65	(124,186.74)	(381,775.84)	(579,243.74)	(298,730.19)	(703,430.48)	42.5%	(868,035.00)	

Statement of Cash Flows

October 1 - December 31, 2025

	Total
OPERATING ACTIVITIES	
Net Income	(381,775.84)
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1200 Accounts Receivable	102,390.37
1300 Accrued Revenue 02-03	(41,716.14)
2000 Accounts Payable	(120,567.87)
2050 Grants Payable	(12,400.00)
2101 Payroll Liabilities	0.00
2102 Payroll Liabilities:FSA Employee Contributions	987.52
Accrued Expenses	(11,172.88)
Credit Card 9737 AP	(6,038.92)
Total for Adjustments to reconcile Net Income to Net Cash provided by operations:	(88,517.92)
Net cash provided by operating activities	(470,293.76)
INVESTING ACTIVITIES	
1250 Prepaid Expenses	(62,578.40)
Right-of-Use Asset	5,282.37
Net cash provided by investing activities	(57,296.03)
FINANCING ACTIVITIES	
Right-of-Use Liability	(3,904.32)
Net cash provided by financing activities	(3,904.32)
NET CASH INCREASE FOR PERIOD	(531,494.11)
Cash at beginning of period	1,761,986.96
CASH AT END OF PERIOD	1,230,492.85
Tie Off to Bank Account Statements	
Checking Account Starting Balance 10/1/2025	861,959.00
Uncleared transactions as of 10/1/2025	0.00
Money Market Balance 10/1/2025	900,027.96
Starting Cash Balance 10/1/2025	1,761,986.96
Checking Account Balance 12/31/2025	331,534.25
Uncleared transactions as of 12/31/2025	(1,092.05)
Money Market Balance 12/31/2025	900,050.65
Ending Cash Balance 12/31/2025	1,230,492.85
NET CASH INCREASE (DECREASE) FOR PERIOD	(531,494.11)

	FY25-26 Budget v2025.08	adjustments	Proposed Updates FY25-26 v2026.01.16
Income			
40000 REVENUE			
41000 Grape Assessment	2,216,400.00	(467,100.00)	1,749,300.00
42000 Privilege Tax	310,000.00	(30,000.00)	280,000.00
43000 Symposium	330,000.00	(65,000.00)	265,000.00
44000 Grant Revenue			0.00
44100 Wine Country License Plate	50,000.00		50,000.00
Total 44000 Grant Revenue	50,000.00		50,000.00
81000 Interest	65.00		65.00
82000 Wine Cellar Valuation	20,000.00		20,000.00
Total 40000 REVENUE	2,926,465.00	(562,100.00)	2,364,365.00
45000 Other Income			14,508.14
Total Income	2,926,465.00	(562,100.00)	2,378,873.14
Gross Profit	2,926,465.00	(562,100.00)	2,378,873.14
Expenses			
61000 RESEARCH			
61100 Scientific Research			
61110 Grants for Vit & Enology	352,500.00		352,500.00
61120 Research Support	23,000.00		23,000.00
Total 61100 Scientific Research	375,500.00		375,500.00
61400 Insights and Data	50,000.00	(15,500.00)	34,500.00
61500 Industry Research	130,000.00	(3,000.00)	127,000.00
61900 Research Contractors	20,000.00	(10,000.00)	10,000.00
61950 Research Committee Admin	3,000.00	(2,000.00)	1,000.00
Total 61000 RESEARCH	578,500.00	(30,500.00)	548,000.00
62000 EDUCATION EXPENSES			
62100 Symposium	330,000.00	(20,000.00)	310,000.00
62200 Industry Resources	20,000.00	(5,000.00)	15,000.00
62300 Oregon Wine Education	90,000.00	(45,000.00)	45,000.00
62900 Education Contractors	85,000.00	(40,000.00)	45,000.00
62950 Education Committee Admin	3,000.00	(2,500.00)	500.00
Total 62000 EDUCATION EXPENSES	528,000.00	(112,500.00)	415,500.00
63000 MARKETING EXPENSES			
63100 Media-Digital Promotion			
63110 Trade Programming	60,000.00	(20,000.00)	40,000.00
63120 Creative	90,000.00	(20,000.00)	70,000.00
63130 Events and Sponsorships	100,000.00	(30,000.00)	70,000.00
63140 Website Upgrade & Maintenance	75,000.00	(45,000.00)	30,000.00
63150 Wine Guide	65,000.00		65,000.00
63200 Public Relations			
63210 Media Analytics + Publications	25,000.00		25,000.00
63220 FAM Tours + Hosted Media	50,000.00	(20,000.00)	30,000.00
63230 Wine Reviewers	25,000.00	(5,000.00)	20,000.00
Total 63200 Public Relations	100,000.00	(25,000.00)	75,000.00
63400 Industry Grants	50,000.00		50,000.00

63500 WCLP Matching Funds	142,500.00		142,500.00
63600 International Marketing			
63610 Grant + Coalition Administration	90,000.00		90,000.00
63620 Program Support	12,000.00	(2,000.00)	10,000.00
63630 Grant Reimbursed Expenses			
63640 International Contractors	75,000.00	(20,000.00)	55,000.00
63650 IMEC Committee Admin	2,000.00	(1,700.00)	300.00
Total 63600 International Marketing	179,000.00	(23,700.00)	155,300.00
63900 Marketing Contractors	120,000.00	(17,500.00)	102,500.00
63950 Marketing Committee Admin	3,000.00	(2,500.00)	500.00
Total 63000 MARKETING EXPENSES	1,177,500.00	(243,700.00)	933,800.00
64000 GENERAL & ADMIN EXPENSES			
64100 Technology Equipment & Support	30,000.00		30,000.00
64150 Software Subscriptions	70,000.00		70,000.00
64200 Supplies & Fees	25,000.00		25,000.00
64250 Utilities	16,000.00		16,000.00
64300 Legal	30,000.00	(10,000.00)	20,000.00
64350 Wine Storage	4,000.00		4,000.00
64400 Board Administration			
64410 Board Travel & Meeting Expenses	26,000.00		26,000.00
64420 Director Compensation	5,000.00		5,000.00
Total 64400 Board Administration	31,000.00		31,000.00
64450 Membership and Dues			
64500 Rent			
64510 Lease	73,000.00		73,000.00
64520 Tenant Rent Expenses	6,000.00		6,000.00
Total 64500 Rent	79,000.00		79,000.00
64600 Staff Administration			
64610 Travel	35,000.00		35,000.00
64620 Employee Development	33,500.00	(10,000.00)	23,500.00
Total 64600 Staff Administration	68,500.00	(10,000.00)	58,500.00
64650 Employee Compensation	1,100,000.00		1,100,000.00
64700 PTO Accrual	15,000.00		15,000.00
64900 G&A Contractors	42,000.00		42,000.00
Total 64000 GENERAL & ADMIN EXPENSES	1,510,500.00	(20,000.00)	1,490,500.00
Uncategorized Expense			
Total Expenses	3,794,500.00	(406,700.00)	3,387,800.00
Net Operating Income	(868,035.00)		(1,008,926.86)
Net Income	(868,035.00)		(1,008,926.86)
Beginning Equity Balance	1,835,975.41		1,835,975.41
Ending Equity Balance	967,940.41		827,048.55
Reserve Goal = 900,000 per BOD 6/17/25	900,000.00		900,000.00
Surplus/Deficit after Reserve Goal	67,940.41		(72,951.45)
non-cash adjustment for Wine Cellar Income (valuation)	20,000.00		20,000.00
Surplus (use of reserves) to next FY	47,940.41		(92,951.45)
Reserve Goal at end of FY			807,048.55

OWB Industry Grant Application

Complete this form and email to info@oregonwine.org along with a current W-9. This application is not complete until a W-9 is submitted.

Date of Application: 11/4/2025

Project Name: 2026 Savor Southern Oregon Media Familiarity Trip

Organization: Travel Medford

Is organization a non-profit with 501c status? Yes

Provide details of the non-profit beneficiary of the project: See details about Travel Medford in the attached description

Collaborating Organizations (if any): Rogue Valley Vintners, Travel Southern Oregon, Travel Ashland, Visit Grants Pass, Jacksonville Chamber of Commerce

Project Start Date: Upon Award (Jan 2026)

Project Completion Date: June 2026

Requested Grant amount (up to \$10,000): \$10,000

Project Purpose, Description and Goals. Include details on how these funds benefit the wine community: See attached description for more in-depth information regarding project purpose, description and goals.

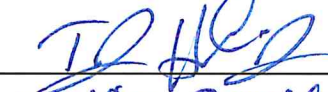
Contact Information of Applicant - Member of Board of Directors or Steering Committee
Grant Contact Name: T.J. Holmes
Grant Contact Email: tjh@travelmedford.org
Grant Contact Phone: 541-608-8533

Grant Check Payable to:
Organization Name: Travel Medford
Organization Address: 101 E. 8th St
Organization City, State Zip Code: Medford, OR 97501

Provide budget of the project including OWB Grant Funds and investment of other funds or in-kind:

Project Income	Cash	In-Kind
OWB Grant	\$10,000	
Travel Medford's Public Relations Firm (outreach, inviting, travel logistics, on-site, travel, etc.)		\$7,500
Travel Medford staff time (itinerary building, on-site coordination, support, etc.)		\$8,000
One-on-one with area winemakers and wineries		\$5,000
In-kind Donations (Meals, wine tastings, tours, etc.)		\$2,500
Lodging Partner Discounts		\$1,500
Welcome Gifts (Covered by Travel Medford)	\$750	
Travel Medford to cover expenses above awarded grant	\$4,000	
Total Project Income	\$14,750	\$24,500
Project Expenses	Cash	In-Kind
Travel for media	\$2,000	
Food for media	\$5,500	
Lodging for media	\$3,000	
Activities & Entertainment for media	\$2,500	
In-Destination Transportation for media	\$1,000	
Welcome Gifts	\$750	
Total Project Expenses	\$14,750	

By completing the signature line of this application, I certify this request has authorization from the requesting organization's Board of Directors or similar governing body.

Applicant's Signature: 
 Applicant's Title: Senior Vice President

INFORMATION TO BE COMPLETED BY OWB

Date Application Received: _____
 Date W-9 Received: _____
 OWB Staff Review Date: _____
 OWB Board Review Date: _____
 Approval by OWB Board: _____
 Amount Approved: _____
 OWB Grant #: _____

On behalf of *Travel Medford*, I am pleased to submit this request for **\$10,000** to support a **Familiarity (FAM) Trip** in connection with *Savor Southern Oregon*, the Rogue Valley's signature wine event taking place June 12 & 13, 2026.

Project Overview

Travel Medford is department of The Chamber of Medford & Jackson County, a 501c6 organization located in the Rogue Valley, operating as the official Destination Marketing Organization for the City of Medford. The organization strives to promote the region as a premier wine destination and the entire Rogue Valley AVA. Our work supports local wine organizations such as the Applegate Valley Vintners, Bear Creek Wine Trail, Upper Rogue Wine Trail and the Jacksonville Wine District, in addition to the 80+ wineries in the region. Travel Medford plans to work closely with the Rogue Valley Vintners (RVV), who is a charitable 501c3 organization who will benefit from this project.

Travel Medford developed the inaugural *Savor Southern Oregon* in 2025 with direct input from Rogue Valley wineries and stakeholders. This included one-on-one meetings with Rogue Valley Vintners staff and board members who identified a signature event as a powerful catalyst for economic growth in the wine industry and for increased exposure through winery tourism. The event features Rogue Valley AVA wines, educational courses, a VIP reserve tasting, a wine competition, and a grand tasting, all designed to elevate the Rogue Valley as a premier wine destination

As part of this larger initiative, the proposed Familiarity Trips will invite targeted groups of wine trade professionals, journalists, and influencers to experience the Rogue Valley first-hand. These visits will highlight the region's unique terroir, deepen professional connections, and generate significant earned media coverage, helping us extend the impact of the event far beyond its inaugural year.

A new addition to *Savor Southern Oregon* in 2026 will be "bookend" events, targeted at increasing awareness of Rogue Valley wines, while also encouraging visitors to extend their trip either prior to or following the *Savor* event. These ticketed events will be spearheaded by Rogue Valley Vintners, in an effort to raise funds for the organization. Travel Medford will promote the events in conjunction with *Savor Southern Oregon*, and facilitate ticket sales, passing ticket revenue on to RVV. In order to ensure these events are in line with the mission of both *Savor Southern Oregon* and RVV, proposals for these events will be submitted for review by a selection committee, which will include RVV board members. These new events will be highlighted during the proposed FAM trips, raising even greater awareness of the Rogue Valley AVA.

Objectives & Anticipated Outcomes

The Familiarity Trips will:

- Increase exposure of Rogue Valley Wine Country to broader consumer and trade audiences.
- Drive overnight visitation, benefiting local lodging, dining, and related tourism industries.
- Generate national and regional press coverage, blog features, and social media content that highlight Rogue Valley AVA wines.
- Strengthen long-term relationships with trade and media to encourage repeat coverage and sales growth.
- Distinguish Rogue Valley as a leading Oregon wine destination, building recognition alongside established wine regions.

Budget & Use of Grant Funds

The requested \$10,000 will directly support:

- Travel and lodging stipends for invited participants
- Ground transportation during the Familiarity Trips
- Meals, tasting experiences, and educational tours
- Marketing materials and follow-up media support

This grant will ensure robust participation and quality programming that maximizes visibility for the Rogue Valley wine industry.

Alignment with Oregon Wine Board Goals

This project aligns directly with the Oregon Wine Board's mission to grow awareness, expand market reach, and drive economic impact for Oregon's wine regions. By leveraging Savor Southern Oregon's marketing platform—which includes print, broadcast, digital, and a standalone event website—these trips will amplify the Rogue Valley's story and create sustainable momentum for future events. In addition, the partnership with RVV highlights collaborative efforts to leverage resources while collectively promoting the region.

Measurement & Reporting

Following completion, Travel Medford will provide:

- Participant lists and itineraries
- Media coverage reports (articles, digital impressions, social reach)
- Economic impact data (visitor stays, winery visitation, event ticket sales)
- Testimonials from participants and wineries

We are confident that this investment will yield a strong return in awareness, visitation, and long-term economic benefit for Oregon's wine industry.

Sincerely,



T.J. Holmes

Senior Vice President, Travel Medford

tjh@travelmedford.org | 541-608-8533

OWB Industry Grant Application

Complete this form and email to info@oregonwine.org along with a current W-9. This application is not complete until a W-9 is submitted.

Date of Application: _____

Project Name: _____

Organization: _____

Is organization a non-profit with 501c status? _____

Provide details of the non-profit beneficiary of the project: _____

Collaborating Organizations (if any): _____

Project Start Date: _____

Project Completion Date: _____

Requested Grant amount (up to \$10,000): _____

Project Purpose, Description and Goals. Include details on how these funds benefit the wine community: _____

Contact Information of Applicant - Member of Board of Directors or Steering Committee

Grant Contact Name: _____

Grant Contact Email: _____

Grant Contact Phone: _____

Grant Check Payable to:

Organization Name: _____

Organization Address: _____

Organization City, State Zip Code: _____

Provide budget of the project including OWB Grant Funds and investment of other funds or in-kind:

Project Income	Cash	In-Kind
OWB Grant		
Total Project Income		
Project Expenses	Cash	In-Kind
Total Project Expenses		

By completing the signature line of this application, I certify this request has authorization from the requesting organization’s Board of Directors or similar governing body.

Applicant’s Signature: _____

Applicant’s Title: _____

INFORMATION TO BE COMPLETED BY OWB

Date Application Received: _____

Date W-9 Received: _____

OWB Staff Review Date: _____

OWB Board Review Date: _____

Approval by OWB Board: _____

Amount Approved: _____

OWB Grant #: _____



DECEMBER 5, 2025

Board meeting minutes **DRAFT**

ATTENDEES

Board

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

Absent

Gary Mortensen

Staff

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

Guests

Jessica Blauert (OWA), Ben Casteel (Bethel Heights), Lawrence Francis (Interpreting Wines), Jana McKamey (OWA), Anna Matzinger (Matzinger Davies Wine Company), Andy Steinman (Walter Scott Wines)

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 9:08 a.m.

Review of the meeting minutes

- The Board reviewed the meeting minutes from September 16, 2025.

MOTION: R. Moshier moved that the September 16 meeting minutes be approved. C. Gonzales seconded. The motion carried 7-0.

Matters for Decision

Columbia Bank Line of Credit

- S. Crawford gave a brief overview of the Columbia Bank Line of Credit, noting that it had never been utilized and was under the name of the former President of the Oregon Wine Board as the sole signer. She recommended that the Board close the line of credit.

MOTION: A. Ramirez made a motion to close the line of credit with Columbia Bank. C. Gonzales seconded. The motion carried 7-0.

Funds from South Willamette Valley Winegrowers Association

- S. Crawford informed the Board about the dissolution of the South Willamette Valley Wineries Association (SWWA). In accordance with SWWA Bylaws, upon dissolution of the non-profit SWWA organization they are required to transfer any remaining assets to the Oregon Wine Board. A \$14,508.16 check has been received by OWB.
- The Board will decide on how to allocate those funds at a later date.

2024-2026 Amendment to the Oregon Wine Symposium Co-Sponsor Agreement

- G. Bianco discussed the 2024-2026 Oregon Wine Symposium Co-Sponsor Amendment. The current agreement runs through the end of March 2026 and covers this year's symposium.
- OWA has signed a proposed amendment that would extend the agreement for a new three-year term beginning in March 2026, covering the 2027–2029 symposiums.
- Both OWA and the Oregon Wine Board have already signed separate agreements with the Oregon Convention Center for the 2027 symposium due to timing constraints. As a result, OWB is already committed to \$40,560 for the space, independent of the agreement.
- After considering input from J. McKamey and J. Blauert of the Oregon Winegrowers Association, the Board agrees to a one-year agreement while evaluating incoming OLCC data to assess the potential impact on future budgets.

ACTIONS: OWA to revise co-sponsorship agreement to a one-year term through March 31, 2027 and send for G. Bianco's signature. Identify and confirm Board and staff members to sit on the symposium steering committee (to coordinate planning and rebooking).

MOTION: R. Moshier made a motion to approve signing a one-year co-sponsorship agreement with the OWA for the 2027 Oregon Wine Symposium. T. Bramlett seconded. The motion carried 7-0.

- Election of OWB's 2026 Executive Officers

MOTION: C. Gonzales moved to approve T. Bramlett as Board Chair. A. Ramirez seconded. The motion carried 6-0 (T. Bramlett abstained).

MOTION: T. Bramlett moved to approve C. Gonzales as Vice Chair. D. Irvine seconded. The motion carried 6-0 (C. Gonzales abstained).

- G. Jones is named Chair Emeritus, and A. Ramirez will remain as Treasurer in 2026.

MOTION: R. Moshier made a motion that there be a formal officer election procedure developed (open nominations, term cadence, public vote) and bring the proposed procedure to the Executive Committee and Board for adoption at the January meeting. A. Kraemer seconded. The motion carried 7-0.

The proposed slate of 2026 Committee Chairs was discussed.

MOTION: T. Bramlett moved to approve the proposed slate of 2026 Committee Chairs. A. Kraemer seconded. The motion carried with those abstaining votes for their selected committee assignments. Dionne Irvine as the Marketing Committee Chair, Dr. Greg Jones will remain the Chair of the Research Committee, Austin Kraemer will remain the Chair of the Education Committee, Robert Moshier as the Co-Chair of the Industry Partnership Committee, and Adam Ramirez will remain on the Finance Committee and Chair of the International Marketing & Export Committee.

ACTION: Add to the agenda and re-evaluate the committee chair assignments at the March 5 Board meeting.

Industry Awards

- The 2026 Oregon Wine Industry Award nominations were discussed, and Directors were instructed to submit their votes via a ballot. The award recipients will come together on stage for a group photo and recognition during the 2026 Oregon Wine Symposium in February.

Industry Grant requests

Gina shared with the Board that since OWB updated the industry grant guidelines in September the OWB received eight applications.

- She explained that staff reviewed the applications and have made funding recommendations for the Board totaling \$30,000.

- The applications included three regional associations, three non-AVA associations, and two other organizations.
- During the review process, the distinction between grants and sponsorships was clarified, and three applicants were determined to be better suited for sponsorship funding rather than grants. One application focused primarily on sustaining internal operations and is not recommended for funding.

MOTION: A. Kraemer made a motion to approve the Eola-Amity Hills Winegrowers Association grant for \$10,000. R. Moshier seconded. The motion carried 7-0.

MOTION: R. Moshier made a motion to approve the Linfield University grant request for \$5,000. G. Jones seconded. The motion carried 7-0.

MOTION: C. Gonzales made a motion to approve the Rogue Valley Vintners grant request for \$10,000. A. Ramirez seconded. The motion carried 7-0.

MOTION: A. Kraemer made a motion to approve the Eola-Amity Hills Winegrowers Association grant request for \$10,000. R. Moshier seconded. The motion carried 7-0.

MOTION: D. Irvine made a motion to approve a sponsorship of \$2,500 for the AAPI (Asian American and Pacific Islanders) East Meets West (AAPI Food & Wine) event. G. Jones seconded. The motion carried 7-0.

MOTION: R. Moshier made a motion to approve a sponsorship of \$2,500 for the Organic Winegrowers Network/Oregon Organic Coalition event. A. Ramirez seconded. The motion carried 7-0.

MOTION: R. Moshier made a motion to approve the Visit Newberg (Oregon Chardonnay Celebration Media Hosting in Yamhill County) event grant request for \$10,000. A. Kraemer seconded. The motion carried 7-0.

MOTION: R. Moshier made a motion to approve a sponsorship of \$2,500 for the Yamhill-Carlton Spring Tasting event. C. Gonzales seconded. The motion carried 7-0.

MOTION: G. Jones moved to deny the Studio Vino Wine Hub industry grant request. C. Gonzales seconded. The motion carried 7-0.

Finance Committee

Quarterly Financials

- S. Crawford presented the quarterly financials, noting current assets of \$2.3 million and recognized a slight underperformance in revenue due to lower grape assessment revenue.
- Revenue is 9% behind Q1 budget.
- Expenses closed 27% under Q1 budget, mainly from the timing of symposium invoices and international grant reimbursed expenses.
- The Board discussed the need for an early report in January from OLCC to adjust the budget if necessary.

Financial Review Update

- S. Crawford noted that the biennial financial review conducted by Baker Tilly confirmed that financial controls and processes are being followed. One documentation issue related to bank statement reviews was identified and has since been addressed through a documented monthly review process that will be reported quarterly with the financials on the statement of cashflows.

Marketing Update

Industry Website Refresh

- C. Cook provided an update on the industry website overhaul, aiming to improve transparency and organization.

Fall/Holiday Campaign

- She discussed the fall and holiday campaign, highlighting strong paid and earned media performance. The campaign generated 5 million paid impressions with a 14% click-through rate and nearly 15 million earned media impressions. The primary fall initiative was the Come Over October campaign featuring the Share Your Oregon story.
- C. Cook provided an update on OWB's holiday campaign. The Give Oregon Wine Toolkit was launched for industry members, offering digital assets and marketing suggestions. As part of media efforts, a video ad ran on ORLA's online alcohol server permit course, reaching approximately 80,000 people, and statewide billboards were installed in early November, with two remaining up through the end of December. Additional paid efforts included an ad in the Wine.com Holiday Gift Guide, reaching 50,000 consumers, and a Thanksgiving-focused e-blast with Wine Spectator. Looking ahead, a December segment with KOIN will feature sparkling wine.

Oregon Wine Month,

- C. Cook noted the shift from a single-month focus to a longer, storytelling-driven campaign aimed at a younger demographic.
- A spring fam tour is planned to support the campaign, featuring a strong social media and digital strategy.
- POS materials will be finalized by mid-December for March distribution, alongside a strong content creation effort to support this year's campaign and future initiatives.
- The Board discussed the importance of consistent messaging throughout the year and the need for trade support to complement consumer-facing efforts.
- C. Cook informed the Board that \$60,000 is budgeted for trade support, focusing on key retailers with specific programs.
- C. Cook updated the Board that the marketing committee has decided not to conduct a statewide sweepstake this year due to low conversion and high effort. Last year, 11,000 entries generated only 250 email leads. The committee may revisit the idea next year. Regional associations are welcome to run their own sweepstakes, with OWB providing promotion and amplification support.

Oregon Wine Touring Guide

- The guide was published in the fall, with just under 40,000 orders year-to-date, on track with previous years. Media America produces and ships the guides, while Certified handles airport and travel hub distribution. The guides are produced every two years with the next edition planning process starting in Q4 2026.

Events

- Event strategy continues to be a key focus of the five-year strategic plan. This fall, OWB sponsored new events, including Roux Portland and Tradition Reimagined.
- Planning is underway for Oregon's role as the featured region at the Houston Livestock and Rodeo.
- Discussions are ongoing with ORLA regarding activations at the NW Food Show and Taste Oregon events.

Public Relations

- B. Engel reported that PR materials have been updated, including the press page and a revised press kit, supported by a new PR content calendar aligned with seasonal campaigns.
- Media mentions are up 11%, and proactive pitch response rates are 15%, exceeding KPIs. Oregon Wine Board has 61 placements to date.
- Next steps include the spring FAM tour, PR strategy for the Houston Livestock and Rodeo, and amplification of Top 100 wine rankings via social media and the new trade-facing newsletter, *Oregon Wine in the News*.

International Marketing

- M. Bray provided the following updates for the Board:
 - Oregon and Washington visited five Canadian provinces to reinforce relationships with government monopolies, focusing this year on Alberta where product can still be sold.
 - In the UK, OWB's promotion with the Big Wine Shops drove a 563% year-over-year sales increase, complemented by a master class in Bristol targeting trade in secondary cities.
 - In Denmark, the first European Pacific Northwest Wine Specialist Level 2 certification in Aarhus engaged 22 trade participants, followed by a successful Copenhagen master class for 20 professionals.
 - In Sweden, meetings with a key buyer generated strong interest and plans for a summer visit, while sponsorship of *Falstaf Magazine* in the Nordics provided exposure to 250 attendees and a four-page spread in the inaugural issue.
 - Overall, efforts are focused on trade education, relationship-building, and strategic activations to grow Oregon's international presence and maintain strong consumer and trade sentiment.
 - S. Crawford mentioned that the OWB invests \$180,000 from its domestic budget in the international program, leveraging USDA grants and other funding to reach about \$1 million this year. A new USDA grant application in January could provide roughly \$1 million for Oregon through 2028. Additional RAP funds and annual allocations support trade, education, and promotions. These resources, along with M. Bray and the team's coordination, maximize Oregon's global presence and impact.
 - M. Bray noted that OWB is focusing on regions where it already has a presence while selectively exploring new markets, including Mexico, the Caribbean, and parts of Eastern Europe.
 - A. Ramirez noted that the International Committee will focus on opportunities beyond packaged goods, including bulk wine and raw materials, and will continue to monitor and educate on these industry trends.

Education Update

- J. Willey stated that this year's Oregon Wine Symposium program has been completely redesigned to deliver messaging that is simpler and clearer.
- The event features five tracks of breakout sessions - Viticulture, DTC, Wholesale Distribution, and an Executive Leadership track. Most of the 25 sessions are confirmed, with only a few still being finalized.
- Session formats have been diversified to encourage greater interaction, such as fireside chats, hands-on workshops, and a limited 60-person pre-registration workshop on spray program assessment.
- Networking and trade show flow have been improved with shorter, more frequent trade show breaks and an earlier happy hour, which flows into the general session for awards and Dr. G. Jones climatology report.
- Sponsorships are currently at 70% of the goal.
- J. Willey encouraged directors to reach out directly to their contacts, including vendors and service providers, and emphasized that any assistance would be greatly appreciated. Sponsorship decks and supporting materials are available to help facilitate outreach.
- The OWS marketing campaign is underway, with weekly email communication continuing. Print ads will run in the *Oregon Wine Press*, and a postcard is being mailed to all vineyard and winery businesses shortly after the New Year.
- The postcard will remind recipients that priority and group registration closes on January 16. After that date, registration will still be open but at a higher cost due to convention center logistics and meal pricing.

Research Update

- J. Willey provided the following updates:
 - Economic Impact Study: The survey closed with 60 usable responses. Top-line results will be available in January, with the full report to be presented at the Symposium.
 - Vineyard & Winery Census: Scheduled to launch mid-December through February, focusing on vintage decisions and harvest practices. The full report is expected in June.
 - Research Grants: Project funding ranges from \$50,000 to \$70,000, with a total allocation of \$350,000 to \$400,000. Two new projects may be added.

- Committee Planning: An in-person meeting is planned for April to update priorities and explore additional economic and business research opportunities.

IPC Update

- D. Irvine provided context on IPC and noted that the IPC's primary goal is to serve as a feedback loop between the Oregon Wine Board and the industry
- She mentioned that the new strategic plan provides a clear roadmap for OWB work, enabling feedback on initiatives to ensure alignment with objectives, and present well-informed recommendations to the Board.
- G. Bianco provided the background on how the IPC was created, which was through a Value Network Analysis Workshop back in 2022 where executives from regional associations and advocacy groups were in attendance.
- She suggested discussing and potentially updating the IPC charter to reflect current needs and reduce combative language at an upcoming meeting.
- The 2026 IPC meeting schedule has not been finalized, which prompted a discussion on whether to change the meeting frequency from monthly to quarterly.
- A survey was suggested to gather feedback on the IPC's cadence and improvements, and member needs.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 11:50 a.m.

DECEMBER 4, 2025

Executive Session

Noon – 5 p.m.

The Oregon Wine Board Directors met in an Executive Session and discussed:

- Financials
- OWS 2024-26 Amendment to Co-Sponsor Agreement
- 2026 Executive Officers
- 2026 Committee Chairs
- Industry Awards
- Industry Grant Requests
- Board Policies
- Wine Cellar
- Surplus wine