



APRIL 23, 2026

Oregon Wine Board Meeting Agenda

[Zoom link](#)

Time	Topic	Documents	Leader
11:45 – 11:50 a.m. (5 minutes)	Public Board Meeting Open meeting & welcome guests		Tiquette Bramlett
11:50 – 11:55 a.m. (5 minutes)	Board Meeting Minutes March 5, 2026, minutes	Mar. 5 Draft meeting minutes	Tiquette Bramlett
11:55 a.m. – 12:10 p.m. (15 minutes)	Finance Committee FY2025-26 Q3 Financials	FY2025-26 Q3 Financials	Sally Crawford
12:10 – 12:40 p.m. (30 minutes)	Research - NCSFR trip to D.C. update - Recommended slate for V&E project for approval – vote required	FY2026-27 Recommended Paylist	Dai Crisp & Chad Vargas Jess Willey
12:40 – 1:10 p.m. (30 minutes)	Education OWS Re-Cap		Jess Willey
1:10 – 1:25 p.m. (15 minutes)	Marketing Update OWM		Carissa Cook
1:25 – 1:30 p.m. (5 minutes)	Public Comment/Adjourn		Tiquette Bramlett

Board of Directors

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

Absent

Greg Jones

Staff

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

Guests

Dai Crisp & Chad Vargas (NCSFR)



MARCH 5, 2026

Board meeting minutes DRAFT

ATTENDEES

Board

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

Absent

Ben Casteel

Staff

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

Guests

Kimberly Conyers (Silverback Estate Wine), Ken Johnston (independent grower/Silverton), Ken Kraemer (Kraemer Farms), Pierre Paradis (Paradis Vineyards), Julie Pond (Northwest Center for Small Fruits Research), Shayla Steffen

MEETING OPENING

Chair Tiquette Bramlett called the Oregon Wine Board public meeting to order at 10:33 a.m.

Review of the meeting minutes

- The Board reviewed the meeting minutes from January 21, 2026.

MOTION: A. Kraemer moved that the January 21 meeting minutes be approved.

G. Jones seconded. The motion carried 6-0 (C. Gonzales and A. Ramirez not present at the Jan. 21 meeting and B. Casteel was absent from March meeting).

Matters for Decision

FY2026-27 Budget

- S. Crawford presented an overview of the FY 2026–27 budgeting process.
- The draft budget was posted on the website February 10, 2026.
- Input was received during the Industry Partnership Committee (IPC) meeting on February 17 and a public budget forum was held on February 19.
 - Feedback from these meetings has been partially incorporated into the proposed budget, with additional revisions planned later in the year.
- She noted that the purpose of approving the budget now is to meet the state mandate of turning it in to Business Oregon by April 1.
- The following budget adjustments were noted:
 - Viticulture and enology grant expenses were updated to reflect finalized funding amounts
 - The rent line was revised to align with proper lease accounting
 - Based on a reforecast of the current fiscal year, staff does not anticipate utilizing reserves as previously projected.
 - Instead, a small surplus is expected with approximately \$75,000 being carried forward into FY2026-27 while maintaining current reserve levels.
- A revised budget will be brought back to the Board at the August 13 Board meeting.

MOTION: R. Moshier moved to approve the FY2026-27 financials as presented. C. Gonzales seconded. The motion carried 8-0.

Industry Grant requests

- G. Bianco presented two new and one previously submitted industry grant requests:
 - Ahivoy requested a grant for supporting a graduation event and a sponsorship for a golf tournament.
 - C. Gonzales provided additional details on the graduation event, including media and donor participation.

MOTION: A. Kraemer made a motion to approve a \$5,000 sponsorship to Ahivoy. G. Jones seconded. The motion carried 7-0 (C. Gonzales abstained).

- G. Bianco discussed the grant request for the Basalt Bash in the Rocks District to support media to attend the event.

MOTION: G. Jones made a motion to approve a \$5,000 grant to the Rocks District Winegrowers. D. Irvine seconded. The motion carried 8-0.

- G. Bianco discussed the previously submitted grant request for the Umpqua Valley Winegrowers Association. With an Executive Director now in place, the request seeks \$10,000 to support marketing efforts for events throughout the year.

MOTION: D. Irvine made a motion to approve a \$10,000 grant to the Umpqua Valley Winegrowers Association. A. Ramirez seconded. The motion carried 7-0 (G. Jones abstained).

IPC

- R. Moshier reported that feedback from the IPC meeting held on Feb. 17 indicated revenue projections may not be sufficiently conservative, given current industry challenges and anticipated impacts from the 2026 harvest.
- He also discussed appointing Carol Skeeter-Stevens from Travel Medford as the 2026 co-chair.

MOTION: T. Bramlett made a motion to appoint Carole Skeeters-Stevens as the 2026 co-chair on the IPC. C. Gonzales seconded. The motion carried 8-0.

Marketing and Communications Update

- C. Cook provided an update on the reorganization and redesign of the industry website.
- The fall and holiday campaign achieved over 15 million total impressions and gained 4,000 new followers on social media.
- She discussed the upcoming Oregon Wine Month campaign, which will extend from April to June and includes a significant media buy.
- She spoke about the events strategy, noting a strong focus on increasing participation in consumer and industry events.
- Most recently, several staff attended the Houston Rodeo *Best Bites* event, which drew approximately 6,500 consumers and featured a significant Oregon wine presence
 - She will return to Houston next week for additional rodeo programming, including a featured Oregon wine region event scheduled for March 10.
- Other upcoming sponsorships and event participation include the Governor's Tourism Conference, ORLA Food Show, Tillamook *Snack & Sip*, AAPI events in New York City, the Yamhill-Carlton Spring Festival, the Organically Grown Wine Conference, and Malbec in the City.

Public Relations

- B. Engel reported successful execution of the OWS PR strategy, with nine media in attendance-the highest participation in recent years.
- Pitching media outreach ahead of Oregon Wine Month is focused on Oregon wine and sustainable travel, to culinary, wine, adventure and travel media, resulting in increased inbound interest from national journalists.
- Year-to-date media mentions are more than 20% compared to last fiscal year.
- Oregon Wine was featured in 415 media placements, 72 secured by OWB, across regional, trade, and national outlets.
- B. Engel discussed PR next steps & timing:
 - Coordination with Travel Medford on a FAM tour tied to the Savor Southern Oregon event.
 - Planning is underway for a hosted critic tasting, from Vinous, in late May, with industry details to be released soon.
 - Continued collaboration with marketing to promote Oregon Wine Month and the summer season.

Marketing Committee Meeting

- C. Cook reported that improving industry engagement was a key topic at the Marketing Committee meeting on Feb. 25.
- She noted that the industry website's events calendar allows industry members to submit events, which are then promoted through the organization and Travel Oregon.
- Accurate event listings are increasingly important as AI-driven search tools use these sources to recommend activities in the Oregon wine community.
- D. Irvine noted that providing updates, like the Marketing Committee meeting, during IPC meetings is a valuable way to share this type of information.
- She also noted that the committee suggested a brief 5–10-minute presentation highlighting the OWB's services and resources when attending regional meetings would be helpful.
- G. Jones inquired about AI visibility and the extent to which the Oregon Wine Board serves as a source.
- C. Cook responded that AI prioritizes authoritative, authentic, and conversational content, and that the OWB is actively exploring strategies to optimize its website and content while maintaining traditional SEO practices.
- D. Irvine added, for Oregon Wine Month, the Marketing Committee discussed surveying industry partners to identify priority markets for Oregon Wine Month, with a shift towards supporting industry activations rather than launching new initiatives.
- C. Cook shared that a sub-work group will be formed to focus on social media strategy.

RESEARCH

- G. Jones provided an overview of the research and research steering committee's RFP process, proposals review, project recommendations and Board approval process.
- Current multi-year projects focus on red blotch, smoke exposure, and rootstocks.
- Due to budget constraints, few new projects will be funded this year.
- The Erath Family Foundation is being engaged to help supplement research and community initiatives, with the goal of a long-term partnership.
- Funding decisions are expected by late April.

EDUCATION

- G. Bianco briefly discussed the Oregon Wine Symposium Survey, stating that the net promoter score increased from 19% to 35% this year.
- Key takeaways:
 - Consider fewer, larger panels rather than smaller ones
 - Implement more structure around complementary content to ensure sessions are cohesive
 - Avoid mixing speakers with drastically different perspectives in the same session, as this can confuse the audience
- The feedback will be incorporated into planning for future symposiums.

Public Comment

- J. Pond (NCSFR) informed the Board that the team is actively engaged in Washington, D.C. this week to support funding discussions and congressional outreach.
 - OWB supports travel for two representatives to D.C. each year, aiding in securing research funding.
 - Last year, \$1.2 million in research funds were awarded, with about half benefiting projects in the Pacific NW.
 - Basic Research proposal reviews are complete, while ranking review for 10 new grant proposals will take place Friday.
 - Following ranking, proposals will move to USDA administration for final funding decisions.
 - FY2026 funds have been appropriated by Congress.
 - G. Jones asked about cross-listing and coordination of funding streams, so we can avoid overlap.
 - More information will be shared in future OWB Research meetings.
- K. Johnston (independent grower/Silverton), expressed concern about the voluntary Winery & Vineyard Census:
 - He expressed concerns about the accuracy and credibility of the grape report, noting that it represents less than 25% of total acreage and potential data gaps that may misrepresent current grape supply conditions and industry realities.
 - He also has concerns that the report is widely referenced by media, investors, and policymakers despite limited representation, which may lead to inaccurate conclusions.
 - Suggestions for improvement included suspending publication when response rates are too low, separating vineyard and winery reporting to improve timeliness, removing price data if it discourages participation, and exploring stronger reporting approaches, including models used in other states.
 - He emphasized the need for more reliable data to better inform industry decision-making and policy discussions.
 - G. Jones added to the discussion the mandatory registration for vineyards that has been under discussion for several years, noting it has been challenging due to the complexity.
 - He stated that one perspective would be to discontinue it temporarily or permanently and assess the impact.
 - Uncertainty exists about the size of the void this would create for the industry. Any discontinuation should be accompanied by a plan or process to address the gap in the future.
 - The conversation concluded with the overall tone of collaboration and shared commitment to continue the dialogue to address industry challenges.

MEETING FINALIZATION

Chair Bramlett adjourned the Oregon Wine Board public meeting at 12:16 p.m.

MARCH 5, 2026
Executive Session
9 -10:20 a.m.

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

- Financials
- Industry Grants
- Economic Impact Study
- Erath Family Foundation
- Research Committee Meeting
- OWS
- CRM
- IPC
- OWA Legislative Wine Caucus Reception



APRIL 2026 BOARD PACKET

Finance Update

Prepared by: Sally Crawford

FY25-26 Q3 Financials

Balance Sheet, P&L and Statement of Cash Flows for Q3 FY25-26 are attached.

Revenue is 4% over YTD budget. This is led by Grape Assessment payments exceeding January budget revisions. Symposium revenue finished at \$16,780 higher than revised budget. Privilege Tax fell short of the revised budget by \$7650 for the quarter. Total expenses are running 5%, or \$110,000, under budget.

FY25-26 Year End Forecast

A year end forecast is included. This forecast is a slightly conservative approach to 4Q revenue and expenses: actual revenue may come in higher and actual expense lower. This forecast estimates no use of reserve funds and closes the year with \$215,000 of surplus funds. Surplus funds will be rolled into FY26-27 budget planning. Reserve funds are currently \$900,000.

Balance Sheet

	Total	
	As of March 31, 2026	As of Dec 31, 2025 (PP)
Assets		
Current Assets		
Bank Accounts		
1000 Umpqua Bank Checking	701,074.00	330,442.20
1050 Umpqua Bank Money Market	900,072.84	900,050.65
1055 Escrow	0.00	0.00
1090 Merchant Accounts		
1091 ProPay	0.00	0.00
Total for 1090 Merchant Accounts	0.00	0.00
Total for Bank Accounts	1,601,146.84	1,230,492.85
Accounts Receivable		
1200 Accounts Receivable	56,014.40	125,550.39
Total for Accounts Receivable	56,014.40	125,550.39
Other Current Assets		
1300 Accrued Revenue 02-03	3,797.55	41,716.14
1499 Undeposited Funds	0.00	0.00
Inventory Asset	47,756.00	47,756.00
Total for Other Current Assets	51,553.55	89,472.14
Total for Current Assets	1,708,714.79	1,445,515.38
Other Assets		
1220 Reimburse Paid Expenses	0.00	0.00
1250 Prepaid Expenses	65,830.74	184,637.69
1260 Security Deposit	6,811.75	6,811.75
Right-of-Use Asset	125,016.36	130,298.73
Total for Other Assets	197,658.85	321,748.17
Total for Assets	1,906,373.64	1,767,263.55
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	26,683.07	24,823.90
2050 Grants Payable	0.00	0.00
Accrued Expenses	844.80	711.35
Total for Accounts Payable	27,527.87	25,535.25
Credit Cards		
Credit Card 9737 AP	15,799.74	13,188.02
Total for Credit Cards	15,799.74	13,188.02
Other Current Liabilities		
2101 Payroll Liabilities	10,595.99	4,906.23
2102 FSA Employee Contributions	1,899.93	(603.35)
2120 Accrued PTO Balance	52,099.95	52,099.95
Total for 2101 Payroll Liabilities	64,595.87	56,402.83
2110 Direct Deposit Liabilities	0.00	0.00
2200 Deferred Revenue	0.00	0.00
Total for Other Current Liabilities	64,595.87	56,402.83
Total for Current Liabilities	107,923.48	95,126.10
Long-term Liabilities		
Right-of-Use Liability	130,841.07	134,892.23
Total for Long-term Liabilities	130,841.07	134,892.23
Total for Liabilities	238,764.55	230,018.33
Equity		
3000 Opening Bal Equity	13,492.81	13,492.81
3900 Retained Earnings	1,822,482.60	1,822,482.60
Net Income	(168,366.32)	(298,730.19)
Total for Equity	1,667,609.09	1,537,245.22
Total for Liabilities and Equity	1,906,373.64	1,767,263.55

Profit & Loss Statement

	Q1 Actual	Q2 Actual	Q3 Actual	YTD Actual	YTD Budget	% YTD Budget	FY25-26 v2026.01 Year Budget	% Total Budget
Income								
40000 REVENUE								
41000 Grape Assessment	763,525.16	140,398.19	883,259.03	1,787,182.38	1,703,923.35	104.9%	1,749,300.00	102.2%
42000 Privilege Tax	67,547.85	72,582.42	62,349.06	202,479.33	210,130.27	96.4%	280,000.00	72.3%
43000 Symposium	4,400.00	37,465.00	243,830.00		265,000.00	0.0%	265,000.00	0.0%
44000 Grant Revenue								
44100 Wine Country License Plate		50,000.00		50,000.00	50,000.00	100.0%	50,000.00	100.0%
Total 44000 Grant Revenue	0.00	50,000.00	0.00	50,000.00	50,000.00	100.0%	50,000.00	100.0%
81000 Interest	22.69	22.69	22.19	67.57	55.38	122.0%	65.00	104.0%
82000 Wine Cellar Valuation				0.00	0.00		20,000.00	0.0%
Total 40000 REVENUE	835,495.70	300,468.30	1,189,460.28	2,325,424.28	2,229,109.00	104.3%	2,364,365.00	98.4%
45000 Other Income		14,508.14		14,508.14				
Total Income	835,495.70	314,976.44	1,189,460.28	2,339,932.42	2,229,109.00	105.0%	2,364,365.00	99.0%
Gross Profit	835,495.70	314,976.44	1,189,460.28	2,339,932.42	2,229,109.00	105.0%	2,364,365.00	99.0%
Expenses								
61000 RESEARCH								
61100 Scientific Research								
61110 Grants for Vit & Enology	176,104.00		176,104.00	352,208.00	352,500.00	99.9%	352,500.00	99.9%
61120 Research Support	1,431.48	4,731.51	7,485.30	13,648.29	13,662.99	99.9%	23,000.00	59.3%
Total 61100 Scientific Research	177,535.48	4,731.51	183,589.30	365,856.29	366,162.99	99.9%	375,500.00	97.4%
61400 Insights and Data	13,281.00	12,031.00		25,312.00	29,812.00	84.9%	34,500.00	73.4%
61500 Industry Research	6,258.33	15,258.33	53,947.23	75,463.89	82,000.00	92.0%	127,000.00	59.4%
61900 Research Contractors					5,000.00	0.0%	10,000.00	0.0%
61950 Research Committee Admin					500.00	0.0%	1,000.00	0.0%
Total 61000 RESEARCH	197,074.81	32,020.84	237,536.53	466,632.18	483,474.99	96.5%	548,000.00	85.2%
62000 EDUCATION EXPENSES								
62100 Symposium	36,755.42	6,996.26	255,026.90	298,778.58	310,000.00	96.4%	310,000.00	96.4%
62200 Industry Resources	750.00	750.00	3,428.00	4,928.00	8,250.00	59.7%	15,000.00	32.9%
62300 Oregon Wine Education	6.85	6.84	6.83	20.52	22,013.69	0.1%	45,000.00	0.0%
62900 Education Contractors		4,500.00		4,500.00	25,000.00	18.0%	45,000.00	10.0%
62950 Education Committee Admin	15.34			15.34	260.34	5.9%	500.00	3.1%
Total 62000 EDUCATION EXPENSES	37,527.61	12,253.10	258,461.73	308,242.44	365,524.03	84.3%	415,500.00	74.2%

	Q1 Actual	Q2 Actual	Q3 Actual	YTD Actual	YTD Budget	% YTD Budget	FY25-26 v2026.01 Year Budget	% Total Budget
63000 MARKETING EXPENSES								
63100 Media-Digital Promotion	25,989.88	9,705.14	14,741.69	50,436.71	65,695.02	76.8%	133,000.00	37.9%
63110 Trade Programming			10,008.85	10,008.85	15,000.00	66.7%	40,000.00	25.0%
63120 Creative	7,029.22	22,748.82	21,955.46	51,733.50	54,778.04	94.4%	70,000.00	73.9%
63130 Events and Sponsorships	4,771.05	31,524.50	25,714.36	62,009.91	51,295.55	120.9%	70,000.00	88.6%
63140 Website Upgrade & Maintenance	6,741.95	7,156.11	7,394.07	21,292.13	21,398.06	99.5%	30,000.00	71.0%
63150 Wine Guide	54,875.28			54,875.28	59,875.28	91.6%	65,000.00	84.4%
63200 Public Relations							0.00	
63210 Media Analytics + Publications	3,813.81	10,810.48	418.45	15,042.74	20,000.00	75.2%	25,000.00	60.2%
63220 FAM Tours + Hosted Media	2,968.02	763.20	400.00	4,131.22	15,731.22	26.3%	30,000.00	13.8%
63230 Wine Reviewers	587.23	429.81		1,017.04	4,000.00	25.4%	20,000.00	5.1%
Total 63200 Public Relations	7,369.06	12,003.49	818.45	20,191.00	39,731.22	50.8%	75,000.00	26.9%
63400 Industry Grants	2,000.00	35,000.00	25,000.00	62,000.00	47,000.00	131.9%	50,000.00	124.0%
63500 WCLP Matching Funds	41,426.40	103,686.37		145,112.77	142,500.00	101.8%	142,500.00	101.8%
63600 International Marketing								
63610 Grant + Coalition Administration	22,150.02	22,150.00	24,399.99	68,700.01	68,300.02	100.6%	90,000.00	76.3%
63620 Program Support	2,966.57	1,079.55	1,590.42	5,636.54	7,546.12	74.7%	10,000.00	56.4%
63630 Grant Reimbursed Expenses	(47,724.38)	28,942.99	46,305.81	27,524.42	0.00		0.00	
63640 International Contractors	13,200.00	13,200.00	13,200.00	39,600.00	39,600.00	100.0%	55,000.00	72.0%
63650 IMEC Committee Admin	299.31			299.31	300.00	99.8%	300.00	99.8%
Total 63600 International Marketing	(9,108.48)	65,372.54	85,496.22	141,760.28	115,746.14	122.5%	155,300.00	91.3%
63900 Marketing Contractors	22,370.00	15,450.00	16,605.00	54,425.00	76,875.03	70.8%	102,500.00	53.1%
63950 Marketing Committee Admin		244.71		244.71	394.71	62.0%	500.00	48.9%
Total 63000 MARKETING EXPENSES	163,464.36	302,891.68	207,734.10	674,090.14	690,289.05	97.7%	933,800.00	72.2%
64000 GENERAL & ADMIN EXPENSES		0.00						
64100 Technology Equipment & Support	7,780.83	9,455.12	9,536.56	26,772.51	24,235.95	110.5%	30,000.00	89.2%
64150 Software Subscriptions	9,289.23	5,275.94	6,738.71	21,303.88	34,565.17	61.6%	70,000.00	30.4%
64200 Supplies & Fees	4,024.48	7,872.84	4,136.53	16,033.85	18,397.32	87.2%	25,000.00	64.1%
64250 Utilities	3,107.76	3,149.80	3,056.82	9,314.38	11,257.56	82.7%	16,000.00	58.2%
64300 Legal	6,377.40	2,964.60	915.20	10,257.20	14,342.00	71.5%	20,000.00	51.3%
64350 Wine Storage	1,715.22	301.35	1,972.78	3,989.35	3,516.57	113.4%	4,000.00	99.7%
64400 Board Administration								
64410 Board Travel & Meeting Expenses	4,786.99	4,224.02	8,489.53	17,500.54	17,011.01	102.9%	26,000.00	67.3%

	Q1 Actual	Q2 Actual	Q3 Actual	YTD Actual	YTD Budget	% YTD Budget	FY25-26 v2026.01 Year Budget	% Total Budget
64420 Director Compensation	534.00	178.00	2,314.00	3,026.00	2,712.00	111.6%	5,000.00	60.5%
Total 64400 Board Administration	5,320.99	4,402.02	10,803.53	20,526.54	19,723.01	104.1%	31,000.00	66.2%
64450 Membership and Dues	1,000.00			1,000.00				
64500 Rent								
64510 Lease	18,999.30	18,999.30	18,999.30	56,997.90	55,498.60	102.7%	73,000.00	78.1%
64520 Tenant Rent Expenses	1,440.00	1,440.00	1,746.76	4,626.76	4,320.00	107.1%	6,000.00	77.1%
Total 64500 Rent	20,439.30	20,439.30	20,746.06	61,624.66	59,818.60	103.0%	79,000.00	78.0%
64600 Staff Administration								
64610 Travel	7,817.76	7,172.09	7,218.60	22,208.45	24,989.85	88.9%	35,000.00	63.5%
64620 Employee Development	15,260.11	817.57	396.32	16,474.00	19,677.68	83.7%	23,500.00	70.1%
Total 64600 Staff Administration	23,077.87	7,989.66	7,614.92	38,682.45	44,667.53	86.6%	58,500.00	66.1%
64650 Employee Compensation	265,500.19	268,329.78	280,552.94	814,382.91	813,829.97	100.1%	1,100,000.00	74.0%
64700 PTO Accrual							15,000.00	0.0%
64900 G&A Contractors	6,750.00	19,406.25	9,290.00	35,446.25	34,156.25	103.8%	42,000.00	84.4%
Total 64000 GENERAL & ADMIN EXPENSES	354,383.27	349,586.66	355,364.05	1,059,333.98	1,078,509.93	98.2%	1,490,500.00	71.1%
Total Expenses	752,450.05	696,752.28	1,059,096.41	2,508,298.74	2,617,798.00	95.8%	3,387,800.00	74.0%
Net Operating Income	83,045.65	(381,775.84)	130,363.87	(168,366.32)	(388,689.00)	43.3%	(1,023,435.00)	16.5%
Net Income	83,045.65	(381,775.84)	130,363.87	(168,366.32)	(388,689.00)	43.3%	(1,023,435.00)	16.5%

Statement of Cash Flows

January 1- March 31, 2026

	Total
OPERATING ACTIVITIES	
Net Income	130,363.87
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1200 Accounts Receivable	69,535.99
1300 Accrued Revenue 02-03	37,918.59
2000 Accounts Payable	1,859.17
2101 Payroll Liabilities	5,689.76
2102 Payroll Liabilities:FSA Employee Contributions	2,503.28
Accrued Expenses	133.45
Credit Card 9737 AP	2,611.72
Total for Adjustments to reconcile Net Income to Net Cash provided by operations:	120,251.96
Net cash provided by operating activities	250,615.83
INVESTING ACTIVITIES	
1250 Prepaid Expenses	118,806.95
Right-of-Use Asset	5,282.37
Net cash provided by investing activities	124,089.32
FINANCING ACTIVITIES	
Right-of-Use Liability	(4,051.16)
Net cash provided by financing activities	(4,051.16)
NET CASH INCREASE FOR PERIOD	370,653.99
Cash at beginning of period	1,230,492.85
CASH AT END OF PERIOD	1,601,146.84
 Tie Off to Bank Account Statements	
Checking Account Starting Balance 1/1/2026	331,534.25
Uncleared transactions as of 1/1/2026	(1,092.05)
Money Market Balance 1/1/2026	900,050.65
Starting Cash Balance 1/1/2026	1,230,492.85
 Checking Account Balance 3/31/2026	667,182.46
Uncleared transactions as of 3/31/2026	33,891.54
Money Market Balance 3/31/2026	900,072.84
Ending Cash Balance 3/31/2026	1,601,146.84
 NET CASH INCREASE (DECREASE) FOR PERIOD	370,653.99

25-26 Year End Forecast

	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Forecast	Year End Forecast	FY25-26 v2026.01 Year Budget	Year End Forecast as % of Budget
Income							
40000 REVENUE							
41000 Grape Assessment	763,525.16	140,398.19	883,259.03	100,000.00	1,887,182.38	1,749,300.00	107.9%
42000 Privilege Tax	67,547.85	72,582.42	62,349.06	60,000.00	262,479.33	280,000.00	93.7%
43000 Symposium	4,400.00	37,465.00	243,830.00		285,695.00	265,000.00	107.8%
44000 Grant Revenue							
44100 Wine Country License Plate		50,000.00			50,000.00	50,000.00	100.0%
Total 44000 Grant Revenue	0.00	50,000.00	0.00	0.00	50,000.00	50,000.00	100.0%
81000 Interest	22.69	22.69	22.19	22.00	89.57	65.00	137.8%
82000 Wine Cellar Valuation				20,000.00	20,000.00	20,000.00	100.0%
Total 40000 REVENUE	835,495.70	300,468.30	1,189,460.28	180,022.00	2,505,446.28	2,364,365.00	106.0%
45000 Other Income		14,508.14					
Total Income	835,495.70	314,976.44	1,189,460.28	180,022.00	2,505,446.28	2,364,365.00	106.0%
Gross Profit	835,495.70	314,976.44	1,189,460.28	180,022.00	2,505,446.28	2,364,365.00	106.0%
Expenses							
61000 RESEARCH							
61100 Scientific Research							
61110 Grants for Vit & Enology	176,104.00		176,104.00		352,208.00	352,500.00	99.9%
61120 Research Support	1,431.48	4,731.51	7,485.30	9,025.00	22,673.29	23,000.00	98.6%
Total 61100 Scientific Research	177,535.48	4,731.51	183,589.30	9,025.00	374,881.29	375,500.00	99.8%
61400 Insights and Data	13,281.00	12,031.00		7,500.00	32,812.00	34,500.00	95.1%
61500 Industry Research	6,258.33	15,258.33	53,947.23	48,721.00	124,184.89	127,000.00	97.8%
61900 Research Contractors					0.00	10,000.00	0.0%
61950 Research Committee Admin					0.00	1,000.00	0.0%
Total 61000 RESEARCH	197,074.81	32,020.84	237,536.53	65,246.00	531,878.18	548,000.00	97.1%
62000 EDUCATION EXPENSES							
62100 Symposium	36,755.42	6,996.26	255,026.90		298,778.58	310,000.00	96.4%
62200 Industry Resources	750.00	750.00	3,428.00	750.00	5,678.00	15,000.00	37.9%
62300 Oregon Wine Education	6.85	6.84	6.83	7.00	27.52	45,000.00	0.1%
62900 Education Contractors		4,500.00		20,500.00	25,000.00	45,000.00	55.6%

	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Forecast	Year End Forecast	FY25-26 v2026.01 Year Budget	Year End Forecast as % of Budget
62950 Education Committee Admin	15.34				15.34	500.00	3.1%
Total 62000 EDUCATION EXPENSES	37,527.61	12,253.10	258,461.73	21,257.00	329,499.44	415,500.00	79.3%
63000 MARKETING EXPENSES							
63100 Media-Digital Promotion	25,989.88	9,705.14	14,741.69	87,500.00	137,936.71	133,000.00	103.7%
63110 Trade Programming			10,008.85	23,000.00	33,008.85	40,000.00	82.5%
63120 Creative	7,029.22	22,748.82	21,955.46	18,250.00	69,983.50	70,000.00	100.0%
63130 Events and Sponsorships	4,771.05	31,524.50	25,714.36	6,000.00	68,009.91	70,000.00	97.2%
63140 Website Upgrade & Maintenance	6,741.95	7,156.11	7,394.07	8,000.00	29,292.13	30,000.00	97.6%
63150 Wine Guide	54,875.28				54,875.28	65,000.00	84.4%
63200 Public Relations							
63210 Media Analytics + Publications	3,813.81	10,810.48	418.45	500.00	15,542.74	25,000.00	62.2%
63220 FAM Tours + Hosted Media	2,968.02	763.20	400.00	7,500.00	11,631.22	30,000.00	38.8%
63230 Wine Reviewers	587.23	429.81		9,000.00	10,017.04	20,000.00	50.1%
Total 63200 Public Relations	7,369.06	12,003.49	818.45	17,000.00	37,191.00	75,000.00	49.6%
63400 Industry Grants	2,000.00	35,000.00	25,000.00	0.00	62,000.00	50,000.00	124.0%
63500 WCLP Matching Funds	41,426.40	103,686.37			145,112.77	142,500.00	101.8%
63600 International Marketing							
63610 Grant + Coalition Administration	22,150.02	22,150.00	24,399.99	22,150.00	90,850.01	90,000.00	100.9%
63620 Program Support	2,966.57	1,079.55	1,590.42	3,000.00	8,636.54	10,000.00	86.4%
63630 Grant Reimbursed Expenses	(47,724.38)	28,942.99	46,305.81	0.00	27,524.42	0.00	
63640 International Contractors	13,200.00	13,200.00	13,200.00	13,200.00	52,800.00	55,000.00	96.0%
63650 IMEC Committee Admin	299.31				299.31	300.00	99.8%
Total 63600 International Marketing	(9,108.48)	65,372.54	85,496.22	38,350.00	180,110.28	155,300.00	116.0%
63900 Marketing Contractors	22,370.00	15,450.00	16,605.00	25,000.00	79,425.00	102,500.00	77.5%
63950 Marketing Committee Admin		244.71			244.71	500.00	48.9%
Total 63000 MARKETING EXPENSES	163,464.36	302,891.68	207,734.10	223,100.00	897,190.14	933,800.00	96.1%
64000 GENERAL & ADMIN EXPENSES		0.00					
64100 Technology Equipment & Support	7,780.83	9,455.12	9,536.56	3,600.00	30,372.51	30,000.00	101.2%
64150 Software Subscriptions	9,289.23	5,275.94	6,738.71	48,700.00	70,003.88	70,000.00	100.0%
64200 Supplies & Fees	4,024.48	7,872.84	4,136.53	7,000.00	23,033.85	25,000.00	92.1%
64250 Utilities	3,107.76	3,149.80	3,056.82	3,200.00	12,514.38	16,000.00	78.2%

	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Forecast	Year End Forecast	FY25-26 v2026.01 Year Budget	Year End Forecast as % of Budget
64300 Legal	6,377.40	2,964.60	915.20	4,000.00	14,257.20	20,000.00	71.3%
64350 Wine Storage	1,715.22	301.35	1,972.78	0.00	3,989.35	4,000.00	99.7%
64400 Board Administration							
64410 Board Travel & Meeting Expenses	4,786.99	4,224.02	8,489.53	7,500.00	25,000.54	26,000.00	96.2%
64420 Director Compensation	534.00	178.00	2,314.00	2,000.00	5,026.00	5,000.00	100.5%
Total 64400 Board Administration	5,320.99	4,402.02	10,803.53	9,500.00	30,026.54	31,000.00	96.9%
64450 Membership and Dues	1,000.00					0.00	
64500 Rent							
64510 Lease	18,999.30	18,999.30	18,999.30	19,000.00	75,997.90	73,000.00	104.1%
64520 Tenant Rent Expenses	1,440.00	1,440.00	1,746.76	1,750.00	6,376.76	6,000.00	106.3%
Total 64500 Rent	20,439.30	20,439.30	20,746.06	20,750.00	82,374.66	79,000.00	104.3%
64600 Staff Administration							
64610 Travel	7,817.76	7,172.09	7,218.60	7,500.00	29,708.45	35,000.00	84.9%
64620 Employee Development	15,260.11	817.57	396.32	500.00	16,974.00	23,500.00	72.2%
Total 64600 Staff Administration	23,077.87	7,989.66	7,614.92	8,000.00	46,682.45	58,500.00	79.8%
64650 Employee Compensation	265,500.19	268,329.78	280,552.94	280,550.00	1,094,932.91	1,100,000.00	99.5%
64700 PTO Accrual						15,000.00	0.0%
64900 G&A Contractors	6,750.00	19,406.25	9,290.00	9,000.00	44,446.25	42,000.00	105.8%
Total 64000 GENERAL & ADMIN EXPENSES	354,383.27	349,586.66	355,364.05	394,300.00	1,452,633.98	1,490,500.00	97.5%
Total Expenses	752,450.05	696,752.28	1,059,096.41	703,903.00	3,211,201.74	3,387,800.00	94.8%
Net Operating Income	83,045.65	(381,775.84)	130,363.87	(523,881.00)	(705,755.46)	(1,023,435.00)	
Net Income	83,045.65	(381,775.84)	130,363.87	(523,881.00)	(705,755.46)	(1,023,435.00)	
Beginning Equity Balance					1,835,975.41		
Non Cash Adjustments							
Deduct Wine Cellar Income					(20,000.00)		
Add NonCash for PTO Accrual					0.00		
Add NonCash for Lease Liability					4,925.00		
Ending Equity Balance					1,115,144.95		
Surplus (use of reserves) to next FY					215,144.95		



APRIL 2026 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

In late winter, 36 members of the Research Committee reviewed 19 grant proposals, including three continuing project proposals totaling \$192,482 and 16 new proposals totaling \$797,432. The Committee met on April 1 to debate the merits of the proposals and recommend projects for funding consideration. Meeting notes are appended.

Continuing Research

Two members of the Research Committee are designated *Continuing Research Specialists*, focused on enology and viticulture, respectively. The role of the CRS is to track projects past their initial approval through to completion, advising on progress and recommending continued funding. The current CRS for viticulture is Chad Vargas, who reviewed the three continuing project proposals and recommends to the OWB funding for the 2026-27 cycle:

Project Code	Principal Investigator	Project Title	Institution	Project Year #	Total Duration	Eligible request 2026-27	Funded to Date	3-Year Project Funding
2026-2842	Skinkis, Patricia	Sustainable Rootstocks for Pinot Noir	OSU	3	3	66,451	121,314	187,765
2026-3079	Walton, Vaughn	Mealybug control in vineyards	OSU	3	3	62,681	108,629	171,310
2026-2915	DeShields, Joseph	Vectors and Latency of Grapevine Red Blotch Virus	OSU-SOREC	2	3	63,350	70,025	198,000
Total 2026-27 Request:						192,482		

Following Chad's presentation of the progress of these projects, the Research Committee approved a motion to recommend to the OWB continuing funding for the three projects above. Summaries are appended.

New Proposals

Although OWB is not in a budget position to fund new research in the upcoming fiscal year, Erath Family Foundation (EFF) is interested in funding new projects. Given the robust proposal evaluation process OWB has established with significant committee engagement, EFF wishes to rely on the OWB Research Committee's expertise in evaluating proposals.

The Research Committee approved a motion to endorse funding of five new project proposals, listed below in priority order:



Project Code	Principal Investigator	Project Title	Institution	Project Year #	Total Duration	Eligible request 2026-27	MULTIYEAR Project Total Ask
NEW PROPOSALS (FULL REVIEW)							
2026-3019	Levin, Alexander	Oregon nematode survey	OSU-SOREC	1	1	21,497	21,497
2026-3083	Osborne, James	Microbial dynamics during Pinot noir production and wine quality	OSU	1	3	59,098	182,527
2026-3090	Vlach, Josh	Mealybug biocontrol survey	ODA	1	2	39,348	55,777
2026-3043	Levin, Alexander	Rootstock K nutrition	OSU-SOREC	1	3	27,779	131,989
2026-3113	KC, Achala	Latent GTDs	OSU-SOREC	1	3	58,471	182,206
						206,193	573,996

EFF's board met in mid-April and has decided to fund the full multi-year project ask of \$573,996 for the five recommended projects.

Greg Jones has also been in touch with other funding agencies that use the same grant management system, and none have indicated intent to fund the projects above.

Next steps and timing

- Communicate decisions to applicants following OWB / EFF Board decisions
- Formalize funding partnership between OWB and EFF to:
 - Administer grant funds
 - Communicate funding decisions (via industry newsletter & press release)
 - Track and evaluate progress on funded projects

2025 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

The UO team has begun analyzing the data sourced through this winter's survey efforts. Response rates from businesses with vineyards were down about 8% from 267 to 245 businesses (these businesses may have multiple vineyards and may also be associated with wineries). The table below shows participation levels by region over the past 4 years.



Region	2022	2023	2024	2025
North Willamette Valley	190	227	179	162
South Willamette Valley	41	27	24	24
Umpqua Valley	23	26	20	17
Rogue Valley	38	38	24	23
Columbia River	23	23	14	15
Other Oregon	7	5	5	4
Total	322	346	267	245

The first part of the output from the Census is the pricing report, which is published as soon as possible as a reference point for grape contracts. Given a lower number of grapes sold from the 2025 vintage, fewer data points were collected on grape pricing compared to previous years. The team is discussing how to produce a report that is as comprehensive as possible while providing valid and useful data.

Following the publication of the pricing report at end of April, the team will shift focus to the analysis of the remaining data. Through this process, we will evaluate whether a more condensed report is appropriate given available data.

The team is also seriously considering feedback from the industry about incentives / disincentives for providing data, the pain points within the survey taking, and other concerns about the value of the report. The Census report remains a vital tool for our industry as it communicates its scope, scale, and dynamics, and we are committed to ensuring it is valid and credible.

Next steps and timing

End April: Preliminary grape pricing report release

June: Full V&W Census Report release



APRIL 2026 BOARD PACKET

Education Update

Prepared by: Jess Willey

SYMPOSIUM

Status

See attached slides for 2026 Symposium recap details.

Next Steps

2027 Symposium planning is under way:

- Contract signed with event planner (Erin Jaso Longfellow, an independent contractor we formerly worked with via Social Enterprises)
- Sponsorship rebookings are underway (\$24k in commitments as of April 16)
- Program planning meetings scheduled for May
- 2028+ working group of OWB & OWA board & staff representatives scheduled to meet for the first time on April 22

DATA & INSIGHTS

Overview

OWB aims to provide the Oregon wine industry with market data and insights from a variety of sources. Currently, we have two ongoing partnerships that we are renewing commitment to for the remainder of 2026 and into our new fiscal year: Community Benchmark (DTC & visitor insights) and Danny Brager (state of the industry presentations and marketplace data).

Status

Community Benchmark

OWB supports this program financially, approximately \$25k/year. This supports the opportunity for any Oregon winery to participate with Community Benchmark (CB) for a one-time set up fee of \$199. In addition, we receive access to statewide and regional benchmarking data on tasting room visitation and DTC sales, and CB commits to delivering insights reports and producing educational content for Oregon wine industry members, regardless of their participation.

For 2026, we have reaffirmed the following OWB objectives for this program:

1. Recruit and establish a more robust base of users to enhance value of aggregate data (currently 112 users across state)
 - Target 15% increase by end 2026
2. Provide valuable data and insights to industry
 - Host DTC Insights webinar 2x/year (includes CB data review, Top Performers panel, and presentation from WISE)
 - Publish and maintain a dashboard on OWB website with high level benchmarking data



- Publish quarterly insights report to full industry from CB
- 3. Measure & track user satisfaction and perceived value of program
- 4. Actively use of data and insights from CB to inform OWB marketing plans and education offerings

Danny Brager / Market Data & Insights

OWB has had a longstanding partnership with Danny Brager to provide information on wine marketplace data trends.

We are working with Danny on this year's contract with the goal of reducing our financial commitment compared to last year. We are aiming to host bi-annual presentations with Danny as well as contract regular data delivery to develop website dashboards with insights for the industry.

We are in discussion with the Washington Wine Commission to explore sharing access to data to maximize both parties' reduced budgets.

Next Steps

- Produce April 30 DTC insights webinar with CB and WISE
- Survey current CB participants to benchmark their satisfaction with program (April/May)
- Finalize agreement with Danny (and potentially WSWC)
- Schedule summer / post OWM state of the industry presentation
- Set up dashboards on industry website

OREGON WINE RESOURCE STUDIO

Overview

The Oregon Wine Resource Studio website houses dozens of presentations, fact sheets, and maps for use in educating about Oregon Wine. Launched in 2016, this industry resource requires annual attention to maintain its accuracy.

Status

We are currently working with an independent contractor to audit, review, and update all data and charts within the main slide deck of the Resource Studio. This includes updating AVA information, benchmark data, Oregon wine industry statistics, and more.

Next Steps

Updated decks will be published to the website by the end of the fiscal year; updating of other materials housed on the site will follow.

Website functionality issues will be addressed in partnership with our website administrator, Bluefire.



2026 Oregon Wine Symposium Recap.

APRIL 2026 BOARD MEETING

1

What changed for OWS 2026

- Programming
 - Return to 2 full days
 - 5 tracks (added back wholesale)
 - Piloted “keynote conversations”
 - Variety of formats, including workshops and fireside chats
 - Tested change in happy hour timing
 - Reinvigorated awards ceremony
- Event development and management
 - New event planner.... 
 - Re-engaged & functioning committees (viticulture, enology, DTC)
 - Increased ticket pricing
- New look & feel
 - Rebranded: *Where Ideas Take Root*
 - Implemented strong social media campaign, activating speakers & sponsors



or.

2

OWS2026 P&L (OWB only)

Revenue	Budget	Actual	+/-	What's Included?
Sponsorships	108,000	76,545	-29%	90% sponsorship revenue
Ticket Sales	220,000	209,150	-5%	All ticket revenue excluding Trade Show Only passes
Total Revenue	328,000	285,695	-13%	
Expenses				
Onsite Services	106,750	104,526	-2%	Exhibit services, AV, translation, main stage décor, wifi, photog
Catering	106,000	69,980	-34%	Lunches, coffee, enology session tasting
Event Production	80,550	64,887	-19%	Venue, event management, CC fees, liability insurance
Speakers	31,500	36,748	17%	Hotels & travel, honoraria, printed session materials
Tech Platforms	14,560	11,230	-23%	Website, registration platform, onsite badge printing, mobile app
Branding & Collateral	6,175	8,659	40%	Branding refresh, program, signage, marketing (print, mailer)
Board/Staff Travel	2,500	2,626	5%	Hotel rooms
Misc	3,000	582	-81%	OWB booth setup, industry awards pamphlet
Total Expenses	351,035	299,239	-15%	
Net Income (Loss)	(23,035)	(13,544)		

or.



3

OWS26 Sponsorships

Total revenue: \$85,050 (net booth fees)

OWB revenue: \$76,545 (90% of total revenue)

23 sponsors:

- 1 – Lunch sponsor
- 1 – Lanyard sponsor
- 3 – Track sponsors
- 6 – Breakout Session sponsors (1 in-kind)
- 1 – Trade Show Mini Theater sponsor
- 3 – Coffee / Break sponsors
- 2 – Happy Hour Bar Sponsors
- 5 – Event sponsors
- 1 – Media sponsor (in-kind)



or.



4

2026 OWS Registrations

Total Registrations	1,155 (-4.7% yoy)
Full Access	
Standard	464
Single Day	97
Education	45
Speaker	84
Group	183
Spanish	38
Spanish - Single Day	6
Press	8
Trade Show Only	230



Ticket Revenue	2025	2026	Change
Full Access (OWB)	\$211,490	\$209,150	-1.1%
Trade Show (OWA)	\$8,250	\$7,509	-8.9%

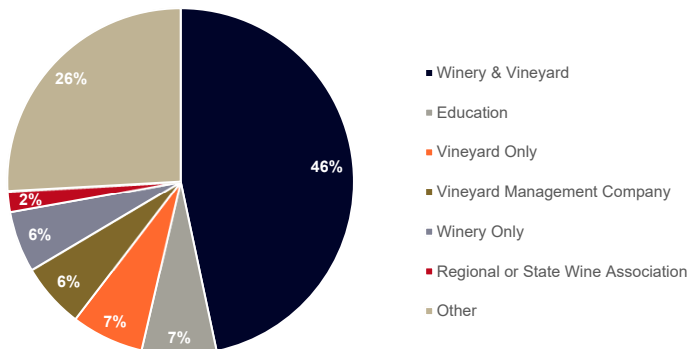


or.

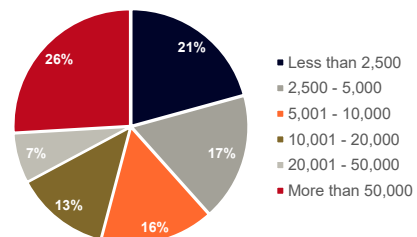
5

Registrant Overview – Company Type

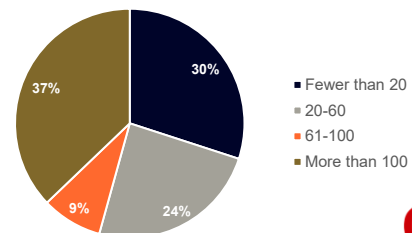
Which best describes your company?



How many cases does your winery produce annually?



How many acres of vines do you farm as a company?

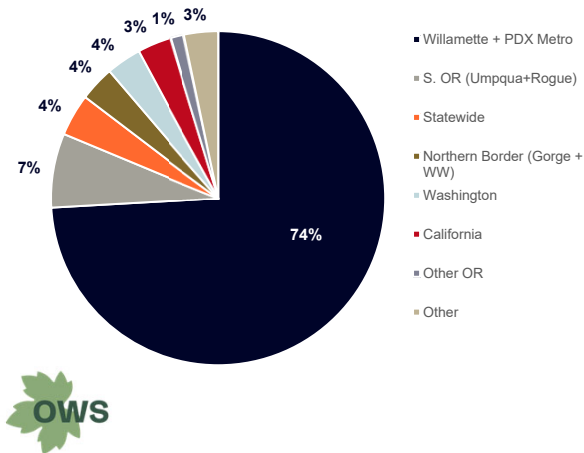


or.

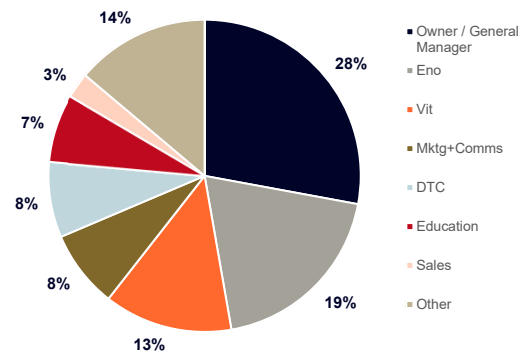
6

Registrant Overview – Geography + Role

In which region is your business located?



What is your primary role at your business?



OR.

7

Attendee Survey Results.

**407 survey respondents =
35% response rate**

OR.

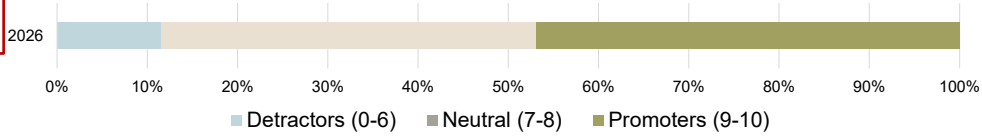
8

Net Promoter Score Overview

NPS

35

On a scale of 0-10, with 0 being the least likely and 10 being the most likely, how likely are you to recommend this event to a colleague or someone else in the industry?



NPS = % Promoters (9-10) - % Detractors (0-6)

Promoters (9-10): Highly likely to recommend → POSITIVE WORD OF MOUTH

Passives (7-8): Satisfied but not enthusiastic about recommending

Detractors (0-6): Unlikely to recommend, potentially dissatisfied → NEGATIVE WORD OF MOUTH

Rough NPS Benchmarking:

Above 0 is good

Above 20 is favorable

Above 50 is excellent

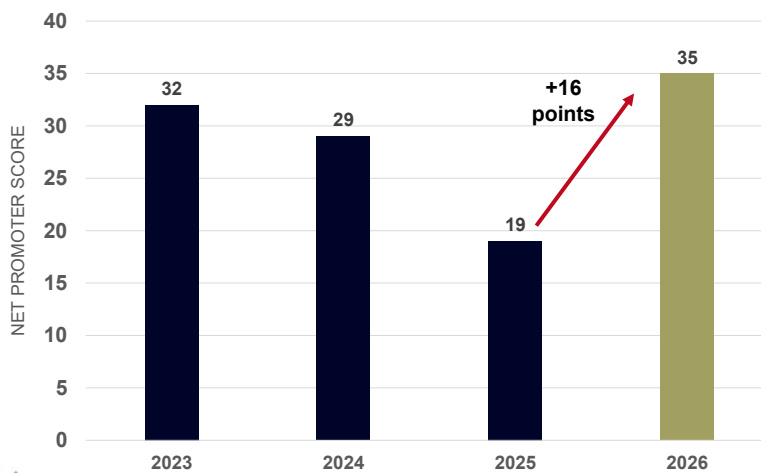
Above 80 is world class



or.

9

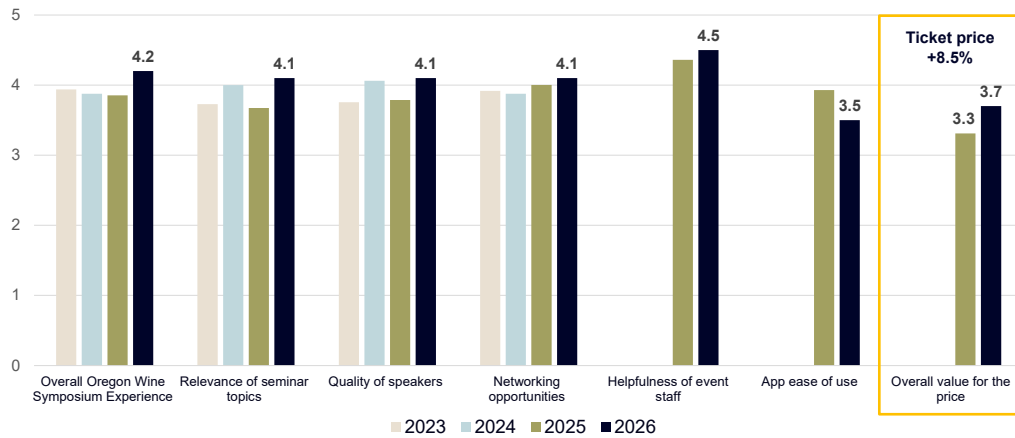
OWS Net Promoter Score: 2023-2026 (post-Covid)



or.

10

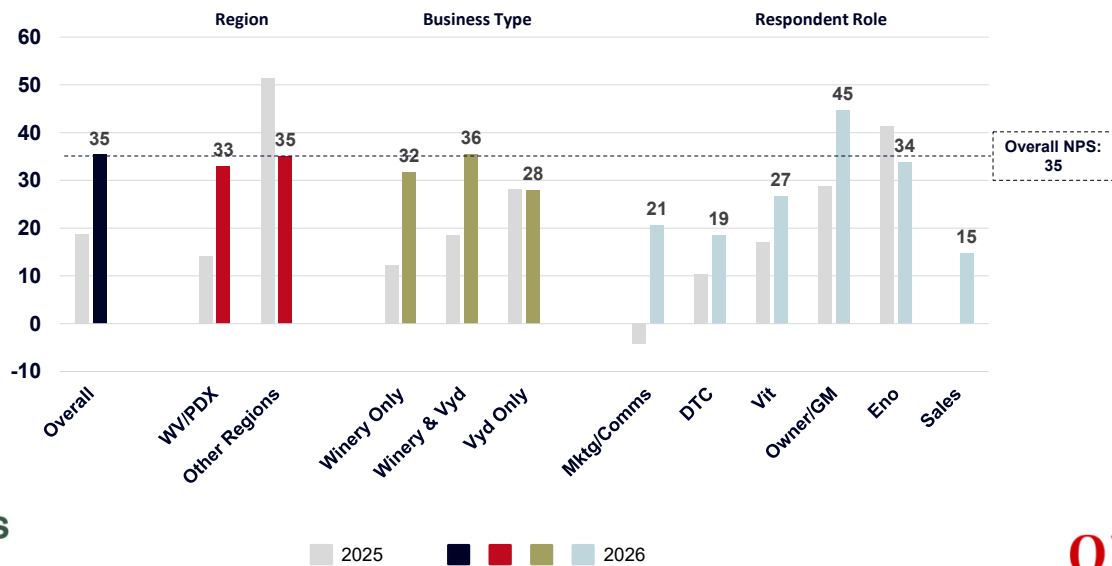
Overall Event Experience (1=Poor, 5=Excellent)



OR.

11

NPS by Respondent Segment



OR.

12

OWS2026 Themes: Promoters (47%)

Sentiment: Strongly positive, energized, and proud.

What they appreciated:

- Industry-wide connection & community
- High-quality, relevant educational content
- Networking + trade show as core to value of experience
- Oregon-specific identity & pride
- Organization & execution

Opportunities identified:

- Keep focus on concrete takeaways
- Reconsider end-of-day session post happy hour
- More opportunities for structured / role-specific networking

Industry-Wide Connection & Community



Any serious member of the Oregon wine industry needs to attend.

The positive energy and solution-based content... was unprecedented.

This was the first symposium I walked away with over 6 pages of actionable notes. To whoever didn't stay until the end, missed out, tremendously.

OR.

13

OWS2026 Themes: Neutrals (41%)

Sentiment: Clearly positive, but not enthusiastic enough to be Promoters.

Experience overview:

- Networking is often primary value driver
- Education is a net positive, although variable
- Value depends on role & experience
- Event organization appreciated
- Some concerns about cost

Opportunities identified:

- Less variability in content quality
- Clarify audience intentions
- More interactivity

The content was much stronger this year. Still some weak sessions but overall good and fantastic networking.

I think the networking opportunities are great and some of the sessions are worth listening to. If there was more collaboration between attendees that was promoted throughout the session.

No matter what the educational content, the opportunity to connect with other members of the industry that you wouldn't normally have a chance to meet is invaluable.



OR.

14

OWS2026 Themes: Detractors (12%)

Sentiment: Frustrated, disappointed, and value-questioning.

Common feedback:

- Educational content lacked depth, rigor, or practical application
- Relevance gaps by role & business size
- Doesn't deliver on value for money
- Event structure & scheduling critiques

It provides good opportunity for networking but is cost prohibitive for value of sessions and trade show.

The content was really hit or miss. Some sessions were new info but others were not. I'd still continue going for networking and in hopes of all sessions being excellent.

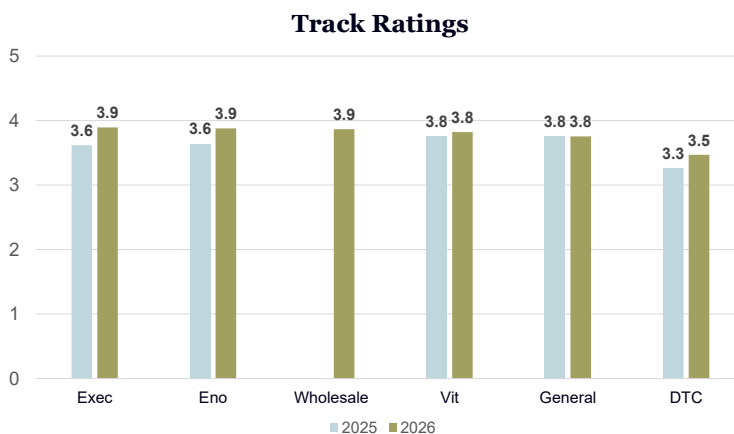
Good for beginners in the industry, not as useful for experienced growers.



or.

15

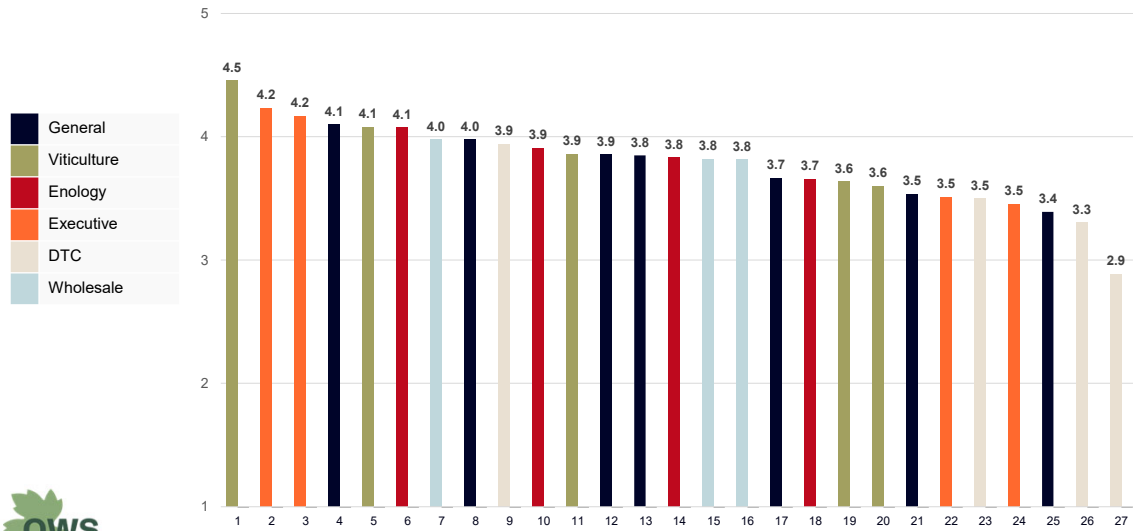
Average Ratings by Track (1=Poor, 5=Excellent)



or.

16

Session Ranking with Track (1=Poor, 5=Excellent)

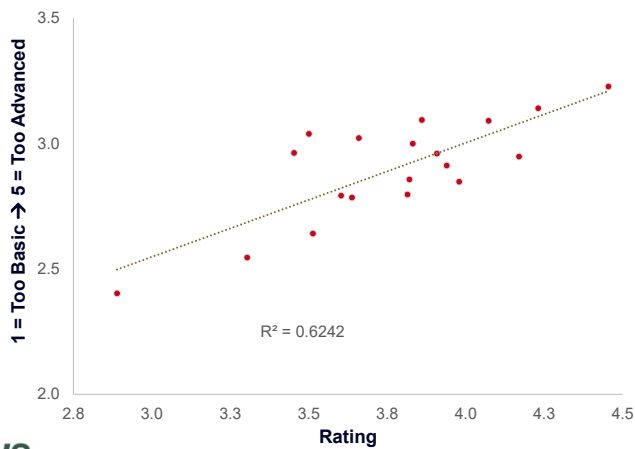


or.

17

Rating vs. Level of Content Appropriateness (Content appropriateness scale: 1= too basic, 5 = too advanced)

Generally, session satisfaction is correlated with rigorous content



or.

18

Lessons from the top/bottom sessions

Highest-Rated Sessions: Common Themes

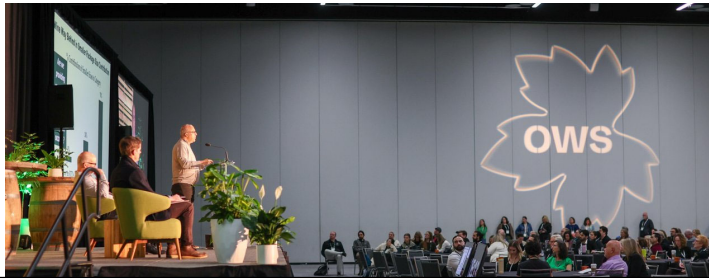
(8 sessions rated >4.0 / 5)

- + Credible, polished, and engaging presenters
- + Data-rich, thoughtful, “serious” content
- + Direct relevance to current challenges
- + Concrete ideas, examples, and actions to take home
- + Diverse perspectives with tight moderation (panels)

Lowest-Rated Sessions: Common Themes

(7 sessions rated 3.5 / 5 or lower)

- Unfocused (no clear takeaway or audience fit)
- Unhelpful (not obviously actionable or relevant)
- Unpolished (lacking structure, too many speakers, uneven delivery)



or.

19

Looking ahead.

or.

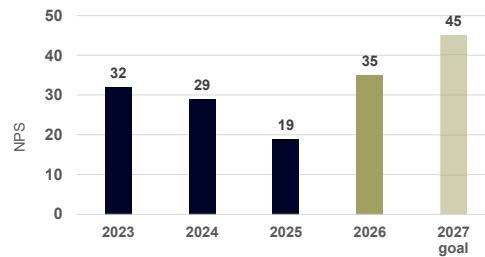
20

Keep improving in 2027!

Goal: +10 NPS by converting Neutrals to Promoters

How: Raise the floor of session quality and better meet expectations

- Develop process of vetting of speakers and training moderators
- Focused objectives and clear, actionable takeaways
- Articulate intended audience (“best for...”)



or.



21

Major Upcoming Milestones

Spring:

- ✓ Contracted event planning partner for 2027
- ✓ Sponsorship rebooking sent out mid-April
- ✓ Program committee kickoff meetings scheduled for May

- OWB+OWA working group to define partnership for 2028 & beyond

Summer:

- Session development: key takeaways, audience precision
- Speaker identification, recruitment, vetting
- Sponsor outreach and recruitment
- Identify tech systems needs

Fall:

- Finalize program
- Speakers onboarded
- All systems set up
- Open registration (early November)
- Marketing & promotion



Winter:

- Final preparation of onsite details
- Event execution
- Event debrief



or.

22

How Board Members Can Help

- Mark your calendars: February 2-3, 2027
- Suggest strong speakers
- Make sponsorship connections
- Champion OWS among your networks!



or.

23

Thank you.

or.

24



APRIL 2026 BOARD PACKET

Marketing & Communications Update

Prepared by: Carissa Cook

Oregon Wine Month Update

Strategic objectives

Marketing that Breaks Through: Define and steward the Oregon Wine brand strategy.

Communication that Connects: Effectively engage and align the Oregon wine industry.

Overview

Oregon Wine Month 2026 has launched as an expanded seasonal campaign running April-June, evolving beyond a single-month activation into a sustained spring and early summer visibility strategy. Execution is ramping in April, with the heaviest activation and visibility occurring in May. [The full campaign details are available here.](#)

Status

- Campaign rollout underway with paid, owned, and earned channels
- Media plan finalized and launching across digital, print, outdoor, and industry partnerships (*see attached deck*)
- Trade programs confirmed with key partners including retail and e-commerce platforms
- POS materials distributed to 90 wineries, distributors, and key accounts across the country
- Influencer partnership program is now live - accepting applications through April
- Public relations outreach is in active pitching phase tied to Oregon Wine Month storytelling

Budget & Performance

- Total Campaign Budget: \$152,000
- YTD Spend: \$140,000 (tracking under budget)
- Projected Impressions: 28.5 million (vs. 16.5 million in 2025)

Next Steps and Timing

- Peak paid media, PR, and influencer activation in May
- Ongoing monitoring and optimization across channels
- Post-campaign reporting and performance analysis in August



Marketing & Communications KPI Update (FY25-26 YTD & Q1)

Strategic objectives

Marketing that Breaks Through: Define and steward the Oregon Wine brand strategy.

Communication that Connects: Effectively engage and align the Oregon wine industry.

Overview

Year-to-date performance reflects strong reach and engagement across paid, owned, and earned channels, with early fiscal year momentum carrying into Q4. The Oregon Wine Month campaign is a key driver to close out the year.

Status

Year-to-Date Performance

- **Paid & Campaign Impressions:** 6.8 million
 - OWM projected to add 28M additional impressions
- **Average CTR:** 5% (exceeding 2.25% benchmark)
- **Events:** Funded 26 events through sponsorships and grants (\$110,700 total)
 - \$66,700 in event sponsorships
 - \$45,000 in event related grants
- **Grapevine:** 19% increase in sign-ups
- **Public Relations:**
 - 13,350 media mentions (on pace to exceed last year's total of 15,000)
 - 20% media response rate, indicating strong media engagement
 - 50B estimated media reach
 - In partnership with Travel Medford's SAVOR Southern Oregon FAM tour and Travel Oregon's influencer FAM, OWB will host an Oregon Wine lunch on July 12th
- **Social Media:**
 - 8,000 new followers across platforms
 - 29,000 engagements
- **Website:**
 - 247,000 active users (237% increase vs LY)
 - 8% CTR, indicating effective traffic-driving campaigns
- **Consumer Newsletter:**
 - 2831 new subscribers
- **Grapevine Newsletter:**
 - 510 new subscribers
 - 488 new subscribers in Q1, compared to +22 net subscribers in the previous 2 quarters (effective website and format updates continue)

BOD Marketing & Communications Update

Carissa Cook

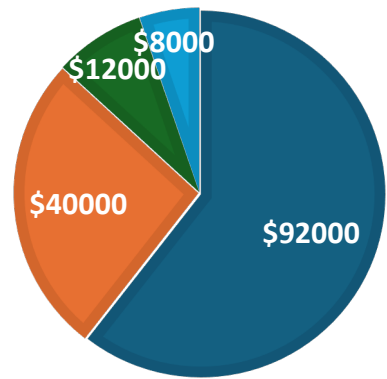
April 2026

Budget

YTD campaign spend is **\$140,244** against a total budget of \$152,000, keeping the Oregon Wine Month campaign under budget. The campaign is also projected to significantly outperform last year, with an estimated **28.5M impressions** compared to 16.5M in 2025.

OWM BUDGET 2026

Media Promotion Trade Marketing Creative PR



MEDIA-DIGITAL		\$84,324
	ORLA	\$1,500
	OPB	\$5,204
	Oregon Wine Press	\$1,420
	*PDX Airport Activation (*reimbursed by Travel Oregon)	\$12,500
	Truck Wraps	\$7,000
	West Coast Billboards	\$22,200
	VinePair	\$20,000
	Wine Spectator	\$4,000
	Wine Folly	\$12,000
	Social Media Ads + Influencers	\$8,000
	Google Ads	\$3,000
TRADE		\$32,920
	Winebow Wonder Sessions	\$10,000
	Costco	\$2,000
	SWY-ALB + Kroger	\$10,920
	Wine.com	\$10,000
CREATIVE		\$18,000
	Graphic Design Support	\$7,000
	OWM POS	\$11,000
MEDIA		\$5,000
	Influencer Program	\$5,000

	Feature Ad - ORLA Insider Eblast	May 11 July	6,300 Est. Impressions
	Radio Spots + Video on TV on Demand Video Spot	May	350,700 Est. impressions
	Article, Social, Paid Search, PDX Sponsorship, Paid Search (TX)	April - June	2M Est. Impressions
	Wall Wraps + Digital Kiosks + Poster at Visitor Center	March - June	3.5M Est. Impressions
	1/2 Page Ads + Logo on Events Calendar	April - May	125,000 Est. Impressions
	#OregonWineAdventure & #ShareAndPairSundays: Ads, Boosting, Influencers	April - June	1M Est Impressions
	Paid Search	April - June	335,000 Est. Impressions

Media Buys

	Sponsored Article Wrapped in Banner, Boosted (FB+Insta), Newsletter	May	1M Est. Impressions
	Feature and E-Blast	May 6th	50,000 Est. Impressions
	RMU (Geo Targeted) Wine Region Carousel (Instagram)	April-June May 22	650,000 Est. Impressions
	Spring Gift Guide	May	125,000 Est. Impressions
 	in-store audio ads in 215 stores: Oregon (all SWY-ALB + Kroger), Seattle, LA, Sacramento (Albertsons)	May	2.2M Est. Impressions
	Oregon Wine Film featured in 290 stores	May	2.6 M Est. Impressions
Truck Wraps	2 Winebow Trucks in Seattle Market	May 2026 - April 2028	18M/Year Est. Impressions
Billboards	Portland, Sacramento, San Jose, Santa Monica	May	2.6 M Est. Impressions

Campaign Executions

A preview of activations

Billboards:

Sacramento

San Jose

Santa Monica

Portland

**WHERE ADVENTURE
MEETS EXCELLENCE.**

CHOOSE **or.egon
wine**

OREGONWINE.ORG

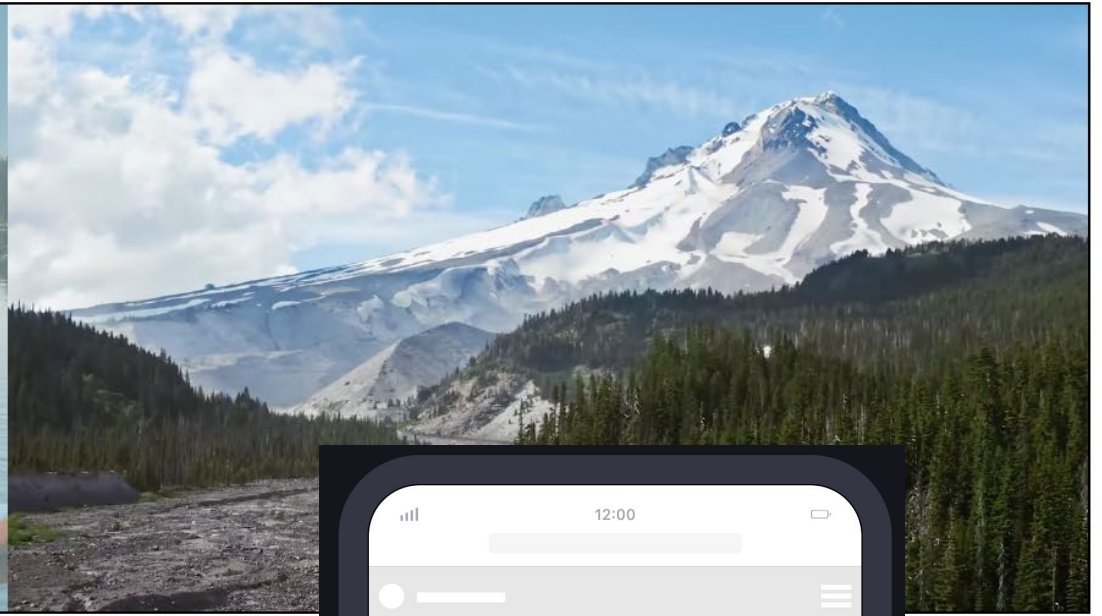


**WHERE ADVENTURE
MEETS EXCELLENCE.**

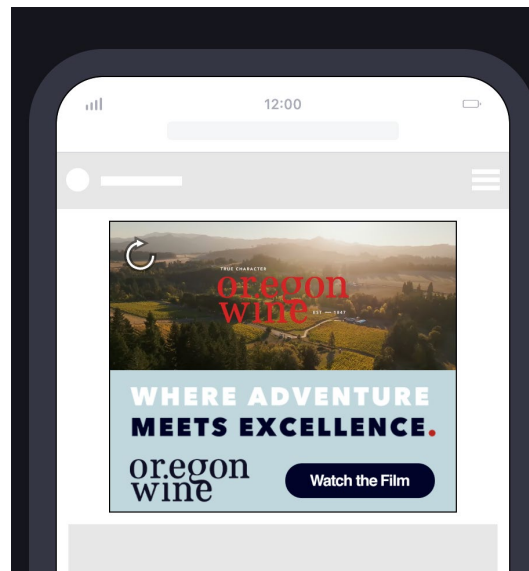
CHOOSE **or.egon
wine**

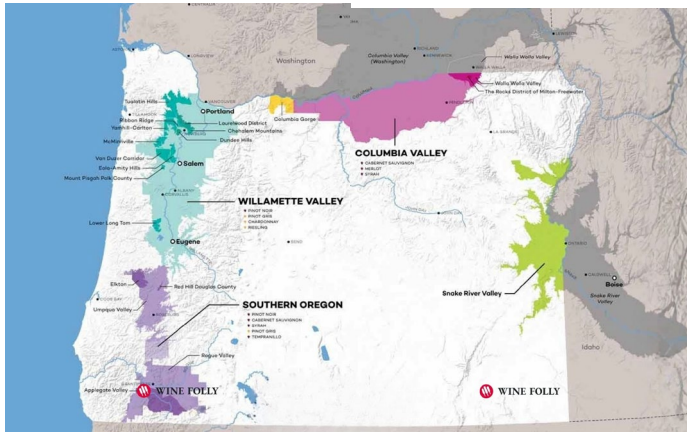
OREGONWINE.ORG





Digital Ads on WineFolly.com





Willamette Valley

Pinot Playground

GRAPES

Pinot Noir
Chardonnay
Pinot Gris



TERROIR

cool maritime
Pacific influence
long growing season
frequent morning fog
dry summers



SOIL

volcanic (Jory)
marine sedimentary



savory, earthy
tones

NERD OUT

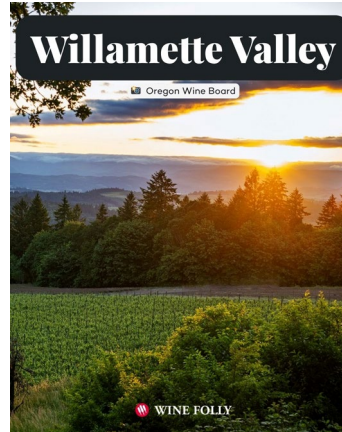
Home to 70+%
of Oregon's wine
production. Key
AVAs include Dundee
Hills and Eola-Amity
Hills.



WINE FOLLY

Willamette Valley

Oregon Wine Board



WINE FOLLY

Umpqua Valley

Climate Chameleon

GRAPES

Pinot Noir
Pinot Gris
Tempranillo
Merlot
Syrah



TERROIR

cool north
warm south
up to 1,000 feet
elevation
more sunshine than
Willamette



SOIL

mix of volcanic,
alluvial, sedimentary



variable soils =
varied expressions

NERD OUT

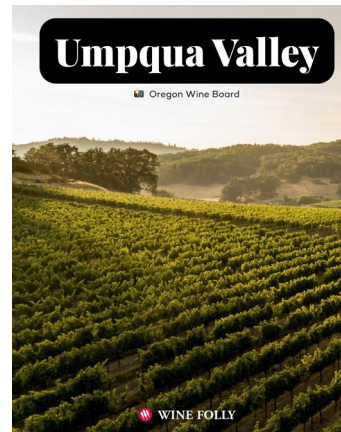
One of Oregon's
first wine regions
(1960s plantings).
Includes sub-AVAs
like Elkton Oregon.



WINE FOLLY

Umpqua Valley

Oregon Wine Board



WINE FOLLY



The Rocks District of Milton-Freewater

GRAPES

Syrah
Grenache
Mourvèdre



TERROIR

warm
continental
big diurnal shifts
up to 1,000 ft
elevation



SOIL

basalt cobbles
alluvial deposits



enhances ripeness

NERD OUT

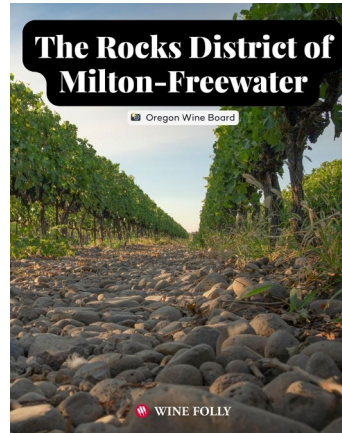
One of the only
AVAs defined by soil.
Often compared to
Northern Rhône
Syrah.



WINE FOLLY

The Rocks District of Milton-Freewater

Oregon Wine Board



WINE FOLLY

Rogue Valley

Sun-Drenched & Diverse

GRAPES

Cab Sauv
Syrah
Viognier
Chardonnay
Pinot Gris



TERROIR

warm
dry
big diurnal swings
up to 2,000 ft
elevation
complex topography



SOIL

granite
volcanic
alluvial



adds structure

NERD OUT

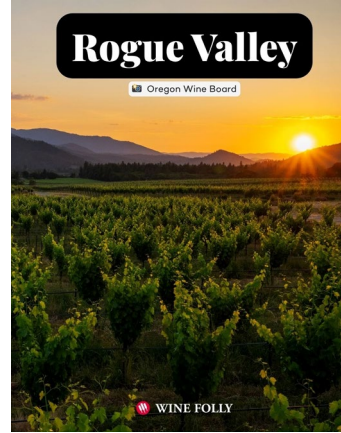
One of Oregon's
most diverse regions
for grape varieties.
Climate closer to
California than
northern Oregon.



WINE FOLLY

Rogue Valley

Oregon Wine Board



WINE FOLLY

Wine Folly Carousel on Instagram
May 22nd

Columbia Gorge

Cool Meets Warm

GRAPES

Pinot Noir
Chardonnay
Zinfandel
Syrah



TERROIR

cool, wet west
warm, dry east
up to 2,000 ft
elevation
constant winds



SOIL

volcanic basalt
loess



boosts aromatics

NERD OUT

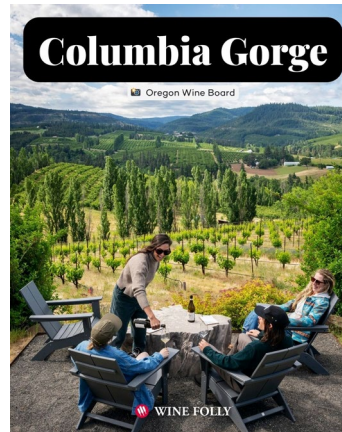
One of the most
climatically diverse
AVAs in the U.S.
Can grow cool- and
warm-climate
grapes.



WINE FOLLY

Columbia Gorge

Oregon Wine Board



WINE FOLLY

WHERE ADVENTURE MEETS EXCELLENCE.

Oregon Wine Board



WINE FOLLY



Love wine maps? Us too.

Get access to all Wine Folly maps
winefolly.com/plus/



PDX Airport Wall Wraps are up



Where Adventure Meets Excellence

From wild oceans to volcanic valleys, Oregon Wine reflects rugged beauty and natural contrast, producing world-class wines defined by precision, character, and place.

MAY IS OREGON WINE MONTH.

Explore the wineries below for special events, exclusive offers and more.

oregon
wine

ADELSHEIM

CHEHALEM MOUNTAINS' FIRST WINERY

Awarded 94 Points, Adelsheim's 2022 Ribbon Springs Vineyard Pinot Noir leaps across the palate with charm and complexity. To experience it is to recognize a genuine expression of legacy and place. Guided by over 50 years of stewardship, we are proud to be a recentlv



ELK COVE

VINEYARDS

Awarded 93 points, *Wine Spectator* calls Elk Cove's 2023 Mount Richmond Pinot Noir generous with refined tannins. From the first vineyard and winery in the Yamhill-Carlton AVA. Family owned since 1974 & 100% estate-grown.



LEMELSON

VINEYARDS

Sustainability, mindfulness and respect for the earth guide us to craft elegant, age-worthy Pinot Noir and crisp, dry whites sourced from our own organically farmed estates across the Willamette Valley.



DOMAINE ROY

— & FILS —

Iron Filbert Vineyard faces south on iron-rich volcanic soils with basalt from the Missoula floods, grapes were sourced from the lower, riper blocks. The wine aged on lees 12 months in French oak barrels.





Back cover of the Spring Gift Guide ships out early May to 50,000 wine enthusiast house holds. E-blast to follow.

WHERE ADVENTURE MEETS EXCELLENCE.





wine.com

OREGONWINE.ORG

CHOOSE

oregon wine

For those who seek character in every glass.
From windswept coastlines to volcanic soils,
Oregon Wine reflects the diversity of the land
it comes from - vibrant, expressive, and crafted
with intention.



WATCH THE OREGON
WINE FILM »





2 truck wraps in Seattle for 2 years.

