



COVID-19 INDUSTRY DISCUSSION FORUM MEETING NOTES

AUGUST 25, 2020

ATTENDEES

INDUSTRY & PARTNERS:

David Adelsheim, Ross Allen, Evyand Andries, Fawn Barrie, Leigh Bartholomew, Tom Bassford, Gina Bianco, Jessica Blauert, Terry Brandborg, Ellen Brittan, Janie Brooks-Hueck, Julia Burke, Kevin Chambers, Kerry Damon, Ariel Eberle, Matthew Farver, Bertony Faustin, Denise Flora, Maggi Gerhard, Jeff Giametta, Bob Hackett, Robert Hanson, Anna Hatcher, Dan Jarman, Ken Johnston, Hilda Jones, Carrie Kalscheuer, Eugenia Keegan, Mike Keunz, Joel Kiff, Anthony King, Ed King, Jodee King, Justin King, Jean Kurtz, Nora Lancaster, Ame Lewis, Laurie Lewis, Kelly Luzania, Jesse Lyon, Cathy Martin, Morgen McLaughlin, Mike McNally, Elin Miller, Donna Morris, Bob Morus, Scott Neal, Mia Noren, Ximena Orrego, Gary Oxley, Sirpa Peacock, Alyssa Petroff, Leah Schlechter, Bruce Sonnen, Barb Steele, Andy Steinman, GinaLisa Tamayo, Jessica Thomas, Steve Thomson, Jason Tosch, Christie Totten, Dan Warnshuis, Carolyn Wasem, Eric Weisinger

STAFF:

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

GUESTS:

Debbie Amsberry (OLCC); Jordan Bice (Oxley & Associates/OWC); Kayt Mathers (PlayNice PR)

OBJECTIVES

This meeting covered the following:

- Updates from state & regional associations
- Update from OLCC
- Report from Salem
- Federal update
- COVID-19 Communications Plan

BACKGROUND

This Oregon wine industry forum offers an opportunity for business leaders from around the state to come together periodically during the COVID-19 crisis to share what is known and to identify gaps in our understanding of key issues that deserve continued attention.

SUMMARY OF DISCUSSION

Note: The next meeting will take place Sept. 8 at 11:00 a.m.

Updates from Regional and State Organizations (recording mark 0:05)

- Equipment/staff sharing in event of outbreak
 - Some regions are asking for local winery input in developing a contingency plan for production if a COVID-19 outbreak occurs.
- Economic Impact Study
 - Jess Willey (OWB) gave an update on the tri-annual economic impact study, for which a survey invitation will be coming by the end of the week.



- The report will pertain to 2019 data, however because of COVID-19 the report will also include an estimate on 2020 figures.
- Touring Guide
 - Kai McMurtry (OWB) is asking the industry to verify its [Tasting Room listing information](#), which will then be printed in the 2021-22 Touring Guide. It is especially important to have updated information now that the Guide is published every two years.

Update from OLCC (recording mark 0:22)

Debbie Amsberry (OLCC) gave an update on OLCC's Privilege Tax online payment system that will be coming in 2021.

- Debbie reiterated that wholesale suppliers will be the first group to access the online system and then phase in customers based on license type and filing frequency as early as January 2021 with continued phasing planned through 2022.
- Please contact olcc.privilegetaxonline@oregon.gov with questions.
- OWA & OWC are working on gathering names for the OLCC on a follow up session to provide industry input as the online privilege & grape tax payment system is developed and rolled out.

Report from Salem (recording mark 0:37)

Jordan Bice (Oxley & Associates/OWC) led an update on news from Salem:

- Last week, the governor held a press conference that included these announcements:
 - COVID-19 rates are declining but at a slower rate than needed to reach a threshold to reopen schools at least for the next 200 days.
 - The governor is asking that businesses and officials work together to step up enforcement of state mandates to prevent future shutdowns.
- The Emergency Response Board met on Aug. 17 and approved spending of \$105 million of federal funds towards PPE to help cities and counties throughout the state.
 - Last month the E-Board allocated \$35 million in Coronavirus Relief Fund to provide one time \$500 payments for Oregonians facing financial hardship due to the virus.
- A third Special Session is still being discussed but may be held in late September focusing on new issues related to the pandemic.
- Oregon OSHA is hosting informational forums on the Draft Temporary COVID-19 rule.
 - Public comment deadline is Sept. 7. The Temp. Rule is expected to be in effect as of Sept. 21
 - Please visit [Oregon OSHA webpage](#) for more information.
- OLCC Alcohol Delivery comment period ended last Friday with proposed rule on third party alcohol delivery.
 - Targeted mostly for restaurants and bars during the pandemic.
 - Loosening of rules for Uber Eats, Grub Hub, Door Dash, etc.
 - The way the rules are written the liability falls on the permit holder (winery).
 - OWC & OWA have submitted comments on how broad the rules are in the current form.
- The governor's Behavioral Health Advisory Council is looking to recommend beer and wine tax increases to fund \$100m to \$200m policy proposal on behavioral health programs.
- USDA-HHS is scheduled to update the U.S. Dietary Guidelines later this year.
 - New guidelines recommend 1 alcoholic beverage daily for both men and women.
 - Wine industry associations have sent letters to the USDA with concerns over the new recommended guidelines.

**Federal Report (recording mark 0:50)**

Mia Noren (Crosswater Strategies) shared details on two potential pieces of legislation:

- The Senate failed to pass the compromise between the proposed Democratic HEROES Act and the Republican HEALS Act.
 - Some provisions that could be included in a potential package are expanded unemployment benefits, stimulus check, liability protection, extended PP loan, and employee retention tax credit.
 - The White House signed an executive order which extended the federal unemployment benefits package, but many states are not implementing those.

Preparing a COVID-19 Communications Strategy (recording mark 0:59)

Sally Murdoch (OWB) & Kayt Mathers (PlayNice PR) presented the [COVID-19 Outbreak Communications Plan](#) for the wine industry.

Vineyard and Winery Guidelines & Emergency Response Recommendations (recording mark 1:15)

Mike McNally (WVWA) distributed the sample Emergency Response Plan to the winegrower associations and local public health authority contacts throughout the state last week.

Mike will be distributing the finalized Vineyard & Winery Guidelines today.