



COVID-19 INDUSTRY DISCUSSION FORUM MEETING NOTES

SEPTEMBER 8, 2020

ATTENDEES

INDUSTRY & PARTNERS:

David Adelsheim, Ross Allen, Evyand Andries, Fawn Barrie, Leigh Bartholomew, Tom Bassford, Gina Bianco, Jordan Bice, 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, Kayt Mathers, 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, Christina DeArment, Stacey Kohler, Kai McMurtry, Sally Murdoch, Jess Willey

GUESTS:

Robert Eyler (Sonoma State, Economic Forensics & Analysis, Inc.), Christian Miller (Full Glass Research)

OBJECTIVES

This meeting covered the following:

- Oregon Wine Industry: 2019-20 Economic Impact Survey
- Update from Travel Oregon
- Salem & Federal Updates
- News from state & regional associations

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

Oregon Wine Industry: 2019-20 Economic Impact Survey (recording mark 11:04)

- Christian Miller (Full Glass Research) and Dr. Robert Eyler (Sonoma State / Economic Forensics & Analysis, Inc.) gave an update on the tri-annual economic impact survey.
 - Data provided by a winery or grower are protected and only shared with the researchers.
 - The 2019-20 survey is more streamlined and condensed.
 - The survey will result in a report that provides additional information to compliment other studies and support development of an accurate snapshot of the industry's statewide economic impact.
 - With sufficient responses, the report may include an estimate of certain 2020 figures to help assess the impact of COVID-19.



Update from Travel Oregon (recording mark 11:32)

Michelle Woodard (Travel Oregon) gave an update on trends they are seeing as it pertains to travel in Oregon.

- Occupancy rates along the coast and Central Oregon and Southern Oregon are mostly matching what they were in 2019.
- Even though occupancy has increased compared to earlier in the year, travel spending has remained extremely low.
- The prediction for 2020 is that there will be a decline in travel spending around 58% compared to 2019.
- Travel Oregon is working closely with the governor's office, as Gov. Brown does not want Travel Oregon to be marketing the state for visitation. Instead TO will soon launch a “What to Expect” series to set expectations and recommendations on how to travel safely throughout Oregon.
- TO will be hosting webinars on virtual training and education platforms. These will include small business series around how to optimize your website during COVID and also another webinar on how to adapt communication strategies during the current crisis. To find the webinars go to <https://industry.traveloregon.com/> and scroll down to “upcoming events.”
- TO is working on finalizing a stakeholder survey for the tourism industry. The survey is used every year and helps planning with the regional destination management organizations. The survey will be distributed in the next two to three weeks.
- The Oregon Wine Country License Plate Matching Grant program was to reopen again this fall, but these plans are on hold since statute mandates funds be spent on marketing, which is not advisable right now.
- OWB will help push notification of the stakeholder survey and also suggested TO extend the window of participation by a few weeks to help those during grape harvest get their input submitted.

Salem & Federal Updates (recording mark 12:04)

Mia Noren (Crosswater Strategies) led an update on news from Salem & Washington, D.C.

- Gov. Brown announced that there will be no special session in September. It remains an open question whether the legislature will be called in later this year.
- Some of the topics to potentially be addressed are liability and worker's comp proposals as well as additional police reform bills
- The comment period for OSHA's proposed temporary infectious disease standard closed yesterday, and the final temporary rule language is expected to come out by September 21, with an effective date of October 1. The temporary rule will be in effect for 180 days, which is the middle of next March, after which a permanent rule will be put into place.
- OWA & OWC submitted comments to OSHA outlining concerns with the proposed rule, along with many other affected stakeholders in the business industry.
- The Oregon Health Authority released their 2021 budget and are asking the governor to support a higher beer, wine, and cider privilege tax, which increases the funding to behavioral health programs in the state.
- Oregon Recovers is currently proposing an alcohol privilege tax increase (see OHA comment above). They are meeting with interest groups and local governments to drum up support for an alcohol tax increase to support expanded social services including alcohol and drug addiction programs. They are working on a 20% price increase on alcohol in order to reduce consumption by raising the price of alcohol. This will be an issue that will need continued monitoring.
- DEQ has no intention of proposing legislation to expand the bottle bill to include wine bottles and cans in the 2021 session.
- In federal news, Congress returned from their August recess today. The most significant issues are the next possible coronavirus relief package as well as police reform.

**Updates from state & regional associations (recording mark 12:14)**

- Jessica Blauert (OWA) announced that OWA has a new slate of nine member-elected board directors as of September 1.
- Sally Murdoch (OWB) gave updates on a number of projects including [celebrating Hispanic roots](#).
- Kai McMurtry (OWB) gave an update on the tasting room directory verification and the work that OWB and Travel Oregon are doing on identifying and collecting industry wide needs for the Wine Country Plate Grant dollars.