



COVID-19 INDUSTRY DISCUSSION FORUM MEETING NOTES

MAY 19, 2020

ATTENDEES

INDUSTRY & PARTNERS:

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

STAFF:

Margaret Bray, Marie Chambers, Tom Danowski, Christina DeArment, Stacey Kohler, Kai McMurtry, Sally Murdoch, Bree Stock, Jess Willey

GUESTS:

Jamie Dickinson (OLCC), Jeff Giametta (DWT)

OBJECTIVES

This meeting covered the following:

- Reopening Updates
- OLCC Guidelines Update
- LFO Emergency Board News from Salem
- Federal Legislative Update
- Regional Association and OWB Updates

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

Reopening Updates

- Mike McNally (WVWA) raised some points for clarification regarding operating guidelines:
 - The need to clarify what the 25-person limit refers to: the does not apply to total occupancy so long as physical distancing guidelines can be adhered to.
 - Evyan Andries (OWC lobbyist with Oxley & Advocates) clarified that so long as “associated groups” are limited to 10 and are spaced according to distancing guidelines, more than 25 guests can be hosted. The 25-person limit relates to events or other gatherings, for example worship services. This has implications for wine release parties, for example. Rather than open house events, by appointment models are advised. Andries agreed to ask the Governor’s office or OHA for any more specific advice.
 - The Governor’s office working on FAQs for all sectors. (See OHA’s [Reopening Guidance FAQs for Restaurants and Bars](#))
 - Regarding whether face coverings are required to be worn in winery (i.e. production) environment, clarification was provided that that as long as they’re following national OSHA’s hierarchy of controls, then face masks in production facilities are not necessary. However, if



- physical distancing is not practical (e.g. on the sorting lines) and other controls are not in place, then face coverings are advisable.
- Finally, regarding clarifying the difference between sanitizing and disinfecting, EPA guidance is to follow product manufacturer's instructions to disinfect.
 - Sally Murdoch (OWB) provided an update on media efforts around reopening, which have included two recent press releases and a press release template shared with associations around the state. Sally has been in communication with regional groups and other statewide orgs (e.g. ORLA and Travel Oregon) to coordinate messaging, and the media response has been overwhelmingly positive: there was an 837% surge in online searches for "Oregon Wine" on May 15 when 31 OR counties reopened for Phase I.
 - Morgen McLaughlin (WVWA) provided the following update on their efforts around reopening, which include inviting wineries that have reopened to submit for listing on the WVWA's website and mandating that they include updated information about new protocols.
 - Morgen recommends that all regions update their websites to inform visitors about reopening details.
 - Morgen reported that attempts to coordinate messaging with local tourism entities has been challenging. Kai McMurtry (OWB) shared that Travel Oregon has stated that they are "staying behind the Governor's office" on messaging, and that Phase I maintains restrictions on non-essential travel.
 - Concerns exist around travel between counties that are not yet all approved for Phase I. Travel Oregon, OWB and WVWA are reinforcing the message about restricting non-essential travel on their "reopening" messages.
 - Kai shared that OWB will be using visit.oregonwine.org to provide a comprehensive, accurate, statewide resource for consumers and media. An all-industry email going out this afternoon about what changes are being made to accommodate this.
 - Kai has been in touch with Travel Oregon about how these changes could be incorporated into OTIS (Travel Oregon's Oregon Travel Information System) but is not yet clear whether Travel Oregon will allocate resources necessary to do that.
 - Christina DeArment (OWB) gave an overview of Oregon Vine Perks, OWB's new consumer rewards promotion designed to stimulate purchase now and visitation in the future. More than 100 wineries are signed up so far, the consumer-facing launch is happening this week including paid and owned channels, and earned media through press release.
 - Oregon Wine Council is hosting webinar Thursday at 1 p.m. to share learnings around tasting room reopening.

OLCC Update

- Jeff Giametta (Davis Wright Tremaine, legal counsel for OWA) shared an update about OLCC's process for revising floorplans approved for alcohol service. OLCC has a new form that should be submitted outlining the updated floor plan. Applications do not require a fee and are considered automatically approved upon submission, however OLCC investigators may follow up in the future about the application. In some instances there may be a TTB requirement to resubmit a winery floor plan. Wineries should consult their attorneys.
 - OWA and DWT have issued [guidance](#) regarding this topic.

State Legislative Update

- Dan Jarman (OWA lobbyist at Crosswater Strategies) shared that Marion counties Polk have reapplied for Phase 1 (update: they are approved to open May 22). Clackamas county will apply later this week and Washington county intends to apply next week.
- Evyan Andries gave an update on state legislative issues:
 - The LFO's Emergency Board is considering an agriculture assistance package including 1) ag



- worker housing (\$10m); sanitation (\$6m); and mitigating outbreaks (\$13.5m)
- The Emergency Board is working to allocate federal CARES Act funding to counties other than Multnomah and Washington. The plan around the structure of the relief package is still in progress, but it is possible that allocations could start as soon as Monday.
- Enforcement of OSHA's new temporary rules are delayed till June 1. The agriculture coalition is lobbying for the phasing out of unworkable provisions and bringing the rules in line with other reopening guidelines. OSHA's Director is open to the conversation and legislators will have the opportunity to weigh in next week.
- Evyan reported that House committees will be meeting next week with Senate committees convening the following week; joint committees not yet scheduled. All agendas will include the revenue forecast that comes out tomorrow, May 20.

Federal Legislative Update:

- Mia Noren (Crosswater Strategies) shared an update on the federal Health and Economic Recovery Omnibus Emergency Solutions Act (or the HEROES Act H.R. 6800), a new \$3 trillion funding package, which just passed House and is not expected to move through the Senate, which is looking to better understand impact of previous packages before passing further relief.
 - The proposal included a funding for a broad range of stimulus and relief, including: additional stimulus checks to households; testing and tracing for state and local governments; additional PPP, EIDL and unemployment funding; payroll tax credits; increased minimum wage; support for farmers, ranchers and specialty crop growers; and more.
- Jana McKamey (OWA) shared that a priority wish list from coalition of beverage alcohol associations has been developed and includes a deferment of privilege & excise taxes and the permanent extension of Craft Beverage Modernization and Tax Reform Act of 2017.
- Elin Miller (OWC) shared new guidance from SBA on [PPP loan forgiveness](#).
- Tom Danowski (OWB) shared that there is about \$100 billion left in the PPP pool, so businesses can still apply and should contact lenders for details.

PPE Equipment Needs

- Some industry members have asked about PPE for harvest and crush.
 - OWA sent an [industry update](#) on Friday that lists potential suppliers for different PPE needs as provided by ORLA.
 - Dan Jarman added that the Oregon Dept. of Ag. and the Office of Emergency Management are looking at whether they could be a clearing house for toilets, cleaning supplies, PPE. To lobby for this kind of support, it would be helpful if the wine industry can consolidate its needs and shortages of equipment and materials.
 - **ACTION:** OWB to solicit input on PPE and other equipment needs from the industry.

State and Regional Association Updates:

- Andy Steinman (Eola Amity Hills) offered some information about worker safety liabilities within the context of new OSHA rules for growers contracting with vineyard management services. Brian Clarke from Heill Safety Solutions spoke with the Eola Amity Hills AVA group about this topic and would be willing to work with a group of vineyards to cost-share on services to review agreements.
 - **ACTION:** OWB to share Brian's offer with industry.