



APRIL 23, 2026

Board meeting minutes **FINAL**

ATTENDEES

Board

Cristina Gonzales, Dionne Irvine, Austin Kraemer, Robert Moshier, Adam Ramirez, Andy Steinman

Absent

Tiquette Bramlett, Ben Casteel, Greg Jones

Staff

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

Guests

Jessica Blauert (Oregon Winegrowers Association), Dai Crisp (NW Center for Small Fruits Research), Abby Gearing (NW Berry Foundation), Jana McKamey (Oregon Winegrowers Association), Chad Vargas (NW Center for Small Fruits Research), Shayla Steffen

MEETING OPENING

Vice Chair C. Gonzales called the Oregon Wine Board public meeting to order at 11:49 a.m.

Review of the meeting minutes

The Board reviewed the meeting minutes from March 5, 2026.

MOTION: D. Irvine moved that the March 5 meeting minutes be approved. A. Kraemer seconded. The motion carried 5-0. (T. Bramlett, B. Casteel, and G. Jones were absent from the meeting and A. Ramirez had not yet joined the meeting).

Matters for Decision

S. Crawford presented the FY2025-26 Q3 financials

- Total assets were approximately \$1.9 million, with liabilities and equity at \$1.9 million.
- Year-to-date net income reflected a loss of \$168,000.
- Year-to-date revenue totaled \$2.3 million, approximately 5% above budget, while expenses are tracking at 95% of the budget. Overall performance is slightly ahead of expectations.
- Cash increased by \$370,000 during the quarter, bringing the balance from \$1.2 million to \$1.6 million.
- The year-end forecast projects expenses are slightly under budget and revenue slightly over, with an estimated \$215,000 surplus. No reserve funds are expected to be used.

MOTION: R. Moshier moved to approve the FY2025-26 Q3 financials as presented. A. Ramirez seconded. The motion carried 6-0.

Research Committee

C. Vargas & D. Crisp updated the Board on March 2-7, 2026, liaison committee advocacy trip to Washington, D.C., to support the Northwest Center for Small Fruits Research.

- C. Vargas reported on recent federal advocacy efforts, which included a \$1 million request for additional funding to the USDA cooperative agreement, which supports research initiatives.

- A total of 24 congressional meetings were conducted, including 6 Senate offices and 18 House offices across three states.
 - Additional funding was requested to strengthen invasive pest research in the Pacific Northwest.
 - A Congressionally Directed Spending request for a \$3 million Community Initiated Project (CIP) was also discussed, aimed at greenhouse and infrastructure upgrades.
 - C. Vargas reviewed efforts related to a House support letter led by Representative Salinas' office. This letter consolidates funding requests and was circulated for House signatures.
 - D. Crisp reported on a proposed co-funded research facility in partnership with Oregon State University and USDA Agricultural Research Service (ARS) that would house both OSU and USDA scientists.
- J. Willey reported on three continuing scientific research grant proposals for the 2026-27 cycle.
- Two projects have been funded for two years, while one project was initiated last year. All continuing projects are structured as three-year studies.
 - C. Vargas reported that all three continuing projects are progressing as expected, with a recommendation to continue funding:
 - Sustainable rootstocks
 - Grapevine red blotch virus
 - Mealybug management

MOTION: A. Kraemer made a motion to approve continued funding for the three continuing research projects totaling \$192,482. D. Irvine seconded. The motion carried 6-0.

Education

- J. Willey provided an overview of the 2026 Oregon Wine Symposium, including changes made, feedback received, and next steps for 2027.
- The Symposium included two full days of content, with a return to wholesale content and new formats.
 - The event had 23 sponsors.
 - Registration was down less than 5% compared to 2025.
 - The Net Promoter Score for the symposium was 35, exceeding the goal of increasing by 10 points each year.

Marketing Update

- C. Cook provided an update on the Oregon Wine Month campaign, including the budget, media buys, and activations.
- The campaign is trending under budget at \$140,000, with an estimated 28 million impressions.
 - Key activations include billboards, Wine Folly, Instagram carousel, wall wraps in the Portland airport, and a Wine Spectator feature.
- C. Cook reported on marketing KPIs, showing strong performance across various channels, including social media, website traffic, and media impressions.

MEETING FINALIZATION

Vice Chair C. Gonzales adjourned the Oregon Wine Board public meeting at 1:03 p.m.

APRIL 23, 2026

Executive Session

10 – 11:30 a.m.

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

- Financials
- V&E research proposals