



**JANUARY 21, 2026**

## **Board meeting minutes FINAL**

### **ATTENDEES**

#### **Board**

Tiquette Bramlett, Ben Casteel, Dionne Irvine, Greg Jones, Austin Kraemer, Robert Moshier, Andy Steinman

#### **Absent**

Cristina Gonzales, Adam Ramirez

#### **Staff**

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

#### **Guests**

Jessica Blauert (OWA), Abby Gearing (NW Berry Foundation), Jana McKamey (OWA)

### **MEETING OPENING**

Chair Emeritus Greg Jones called the Oregon Wine Board public meeting to order at 11:04 a.m.

#### **Review of the meeting minutes**

- The Board reviewed the meeting minutes from December 5, 2025.

**MOTION:** A. Kraemer moved that the December 5, 2025, meeting minutes be approved. D. Irvine seconded. The motion carried 5-0. (B. Casteel, and A. Steinman were not Board Directors in 2025, and C. Gonzales and A. Ramirez were absent from the meeting.)

#### **Matters for Decision**

##### **FY2025-26 Budget**

- S. Crawford outlined the three primary revenue streams:
  - Grape Assessment – paid by grape growers, winemakers, and some ag/cider producers
  - Privilege Tax - \$0.02 per gallon on wine sales
  - Symposium Revenue – structured to break even and not intended as a profit generator
- S. Crawford presented a proposed budget revision mainly driven by lower than budgeted revenue. Key factors contributing to the proposed revisions:
  - OLCC 2025 tonnage report is approximately 30% lower than 2024 during the same time period. OWB had originally budgeted this to be 20% lower than 2024.
  - 2024 harvest payments received July-Dec 2025 were lower than forecast.
  - Privilege tax revenue and symposium ticket sales are behind current budget.
  - Projected revenue is being revised from \$2.92 million to \$2.378 million.
  - She stated that the proposed budget continues to fund all key programs while reducing non-essential expenditures.
  - G. Bianco added that staff implemented deeper reductions than previously discussed, prioritized critical industry support, and engaged industry stakeholders to help inform spending adjustment.

- S. Crawford reviewed spending changes, noting the current budget reflects a planned use of \$870,000 in surplus income.
- The revised proposal may utilize up to \$93,000 of reserve funds.

**MOTION:** R. Moshier made a motion to approve the revisions and adjustments in the FY2025-26 budget as presented. A. Kraemer seconded. The motion carried 7-0.

#### Q2 FY2025-26 Financials

- S. Crawford presented Q2 financials (Oct–Dec):
  - The balance sheet is slightly lower than at the end of September.
  - The P&L shows revenue behind year-to-date budget for grape assessment and privilege tax.
  - The Oregon Wine Symposium revenue and expense will mainly be in 3Q financials.
  - Expenses are under budget.
  - There was a net usage of \$531,000 in Q2; with a beginning cash balance of \$1.76 million and ending cash of \$1.23 million.

**MOTION:** R. Moshier moved to approve the Q2 FY2025-26 financials. D. Irvine seconded. The motion carried 7-0.

#### Industry Grant requests

- G. Bianco presented an industry grant request:
  - Travel Medford is seeking \$10,000 for a familiarization tour tied to Savor Southern Oregon in June.
  - She reported that the OWB team supports it due to strong collaboration with regional partners (DMOs, Rogue Valley Vintners, and vendors), substantial in-kind and dollar support, and a clear use plan (media, travel, food, lodging, activities/entertainment), with Travel Medford contributing \$4,750.

**MOTION:** A. Steinman made a motion to approve Travel Medford’s grant request for \$10,000. A. Kraemer seconded. The motion carried 7-0.

- The Board recommended a temporary deferral from approving the Umpqua Valley Winegrowers Association (UVWA) grant request for media buys that the association hosts throughout the year pending its leadership transition.
- The Board agreed to keep the industry grant requests open for FY2025-26 and if funding can be delayed until July, it could be included in the FY2026–27 budget line item, if OWB revenue projections allow.

**ACTION:** G. Bianco will work on language to be posted on the industry website that clarifies that applications are still being accepted, but funding may be limited until the next fiscal year.

## Education

### OWS

- J. Willey gave an update on the Oregon Wine Symposium:
  - The two-day symposium will provide a strong executive track and timely general sessions addressing challenges.
  - Ticket sales are roughly 10% down versus last year.
  - Revenue is slightly better due to a small price increase
  - Sponsorship dollars are \$85,000 versus a \$120,000 target, with a 25% improvement over 2025.

## MEETING FINALIZATION

Chair Emeritus Greg Jones adjourned the Oregon Wine Board public meeting at 11:38 a.m.

**JANUARY 21, 2026**

**Executive Session**

10 – 11 a.m.

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

- Financials
- Industry Grants
- Marketing Plan