DECEMBER 5, 2025

Board meeting minutes FINAL

ATTENDEES

Board

Greg Jones, Tiquette Bramlett, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Robert Moshier, Adam Ramirez

Absent

Gary Mortensen

Staff

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

Guests

Jessica Blauert (OWA), Ben Casteel (Bethel Heights), Lawrence Francis (Interpreting Wines), Jana McKamey (OWA), Anna Matzinger (Matzinger Davies Wine Company), Andy Steinman (Walter Scott Wines)

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 9:08 a.m.

Review of the meeting minutes

- The Board reviewed the meeting minutes from September 16, 2025.

  MOTION: R. Moshier moved that the September 16 meeting minutes be approved. C. Gonzales seconded. The motion carried 7-0.

Matters for Decision

Columbia Bank Line of Credit

- S. Crawford gave a brief overview of the Columbia Bank Line of Credit, noting that it had never been utilized and was under the name of the former President of the Oregon Wine Board as the sole signer. She recommended that the Board close the line of credit.

  MOTION: A. Ramirez made a motion to close the line of credit with Columbia Bank. C. Gonzales seconded. The motion carried 7-0.

Funds from South Willamette Valley Winegrowers Association

- S. Crawford informed the Board about the dissolution of the South Willamette Valley Wineries Association (SWWA). In accordance with SWWA Bylaws, upon dissolution of the non-profit SWWA organization they are required to transfer any remaining assets to the Oregon Wine Board. A $14,508.16 check has been received by OWB.
- The Board will decide on how to allocate those funds at a later date.

2024-2026 Amendment to the Oregon Wine Symposium Co-Sponsor Agreement

- G. Bianco discussed the 2024-2026 Oregon Wine Symposium Co-Sponsor Amendment. The current agreement runs through the end of March 2026 and covers this year's symposium.
- OWA has signed a proposed amendment that would extend the agreement for a new three-year term beginning in March 2026, covering the 2027–2029 symposiums.
- Both OWA and the Oregon Wine Board have already signed separate agreements with the Oregon Convention Center for the 2027 symposium due to timing constraints. As a result, OWB is already committed to $40,560 for the space, independent of the agreement.
- After considering input from J. McKamey and J. Blauert of the Oregon Winegrowers Association, the Board agrees to a one-year agreement while evaluating incoming OLCC data to assess the potential impact on future budgets.

  ACTIONS: OWA to revise co-sponsorship agreement to a one-year term through March 31, 2027 and send for G. Bianco's signature. Identify and confirm Board and staff members to sit on the symposium steering committee (to coordinate planning and rebooking).

  MOTION: R. Moshier made a motion to approve signing a one-year co-sponsorship agreement with the OWA for the 2027 Oregon Wine Symposium. T. Bramlett seconded. The motion carried 7-0.

- Election of OWB's 2026 Executive Officers

  MOTION: C. Gonzales moved to approve T. Bramlett as Board Chair. A. Ramirez seconded. The motion carried 6-0 (T. Bramlett abstained).

  MOTION: T. Bramlett moved to approve C. Gonzales as Vice Chair. D. Irvine seconded. The motion carried 6-0 (C. Gonzales abstained).

- G. Jones is named Chair Emeritus, and A. Ramirez will remain as Treasurer in 2026.

  MOTION: R. Moshier made a motion that there be a formal officer election procedure developed (open nominations, term cadence, public vote) and bring the proposed procedure to the Executive Committee and Board for adoption at the January meeting. A. Kraemer seconded. The motion carried 7-0.

The proposed slate of 2026 Committee Chairs was discussed.

MOTION: T. Bramlett moved to approve the proposed slate of 2026 Committee Chairs. A. Kraemer seconded. The motion carried with those abstaining votes for their selected committee assignments. Dionne Irvine as the Marketing Committee Chair, Dr. Greg Jones will remain the Chair of the Research Committee, Austin Kraemer will remain the Chair of the Education Committee, Robert Moshier as the Co-Chair of the Industry Partnership Committee, and Adam Ramirez will remain on the Finance Committee and Chair of the International Marketing & Export Committee.

ACTION: Add to the agenda and re-evaluate the committee chair assignments at the March 5 Board meeting.

Industry Awards

- The 2026 Oregon Wine Industry Award nominations were discussed, and Directors were instructed to submit their votes via a ballot. The award recipients will come together on stage for a group photo and recognition during the 2026 Oregon Wine Symposium in February.

Industry Grant requests

Gina shared with the Board that since OWB updated the industry grant guidelines in September the OWB received eight applications.

- She explained that staff reviewed the applications and have made funding recommendations for the Board totaling $30,000.

- The applications included three regional associations, three non-AVA associations, and two other organizations.
- During the review process, the distinction between grants and sponsorships was clarified, and three applicants were determined to be better suited for sponsorship funding rather than grants. One application focused primarily on sustaining internal operations and is not recommended for funding.

MOTION: A. Kraemer made a motion to approve the Eola-Amity Hills Winegrowers Association grant for $10,000. R. Moshier seconded. The motion carried 7-0.

MOTION: R. Moshier made a motion to approve the Linfield University grant request for $5,000. G. Jones seconded. The motion carried 7-0.

MOTION: C. Gonzales made a motion to approve the Rogue Valley Vintners grant request for $10,000. A. Ramirez seconded. The motion carried 7-0.

MOTION: A. Kraemer made a motion to approve the Eola-Amity Hills Winegrowers Association grant request for $10,000. R. Moshier seconded. The motion carried 7-0.

MOTION: D. Irvine made a motion to approve a sponsorship of $2,500 for the AAPI (Asian American and Pacific Islanders) East Meets West (AAPI Food & Wine) event. G. Jones seconded. The motion carried 7-0.

MOTION: R. Moshier made a motion to approve a sponsorship of $2,500 for the Organic Winegrowers Network/Oregon Organic Coalition event. A. Ramirez seconded. The motion carried 7-0.

MOTION: R. Moshier made a motion to approve the Visit Newberg (Oregon Chardonnay Celebration Media Hosting in Yamhill County) event grant request for $10,000. A. Kraemer seconded. The motion carried 7-0.

MOTION: R. Moshier made a motion to approve a sponsorship of $2,500 for the Yamhill-Carlton Spring Tasting event. C. Gonzales seconded. The motion carried 7-0.

MOTION: G. Jones moved to deny the Studio Vino Wine Hub industry grant request. C. Gonzales seconded. The motion carried 7-0.

Finance Committee

Quarterly Financials

- S. Crawford presented the quarterly financials, noting current assets of $2.3 million and recognized a slight underperformance in revenue due to lower grape assessment revenue.
- Revenue is 9% behind Q1 budget.
- Expenses closed 27% under Q1 budget, mainly from the timing of symposium invoices and international grant reimbursed expenses.
- The Board discussed the need for an early report in January from OLCC to adjust the budget if necessary.

Financial Review Update

- S. Crawford noted that the biennial financial review conducted by Baker Tilly confirmed that financial controls and processes are being followed. One documentation issue related to bank statement reviews was identified and has since been addressed through a documented monthly review process that will be reported quarterly with the financials on the statement of cashflows.

Marketing Update

Industry Website Refresh

- C. Cook provided an update on the industry website overhaul, aiming to improve transparency and organization.

Fall/Holiday Campaign

- She discussed the fall and holiday campaign, highlighting strong paid and earned media performance. The campaign generated 5 million paid impressions with a 14% click-through rate and nearly 15 million earned media impressions. The primary fall initiative was the Come Over October campaign featuring the Share Your Oregon story.
- C. Cook provided an update on OWB's holiday campaign. The Give Oregon Wine Toolkit was launched for industry members, offering digital assets and marketing suggestions. As part of media efforts, a video ad ran on ORLA's online alcohol server permit course, reaching approximately 80,000 people, and statewide billboards were installed in early November, with two remaining up through the end of December. Additional paid efforts included an ad in the Wine.com Holiday Gift Guide, reaching 50,000 consumers, and a Thanksgiving-focused e-blast with Wine Spectator. Looking ahead, a December segment with KOIN will feature sparkling wine.

Oregon Wine Month,

- C. Cook noted the shift from a single-month focus to a longer, storytelling-driven campaign aimed at a younger demographic.
- A spring fam tour is planned to support the campaign, featuring a strong social media and digital strategy.
- POS materials will be finalized by mid-December for March distribution, alongside a strong content creation effort to support this year's campaign and future initiatives.
- The Board discussed the importance of consistent messaging throughout the year and the need for trade support to complement consumer-facing efforts.
- C. Cook informed the Board that $60,000 is budgeted for trade support, focusing on key retailers with specific programs.
- C. Cook updated the Board that the marketing committee has decided not to conduct a statewide sweepstake this year due to low conversion and high effort. Last year, 11,000 entries generated only 250 email leads. The committee may revisit the idea next year. Regional associations are welcome to run their own sweepstakes, with OWB providing promotion and amplification support.

Oregon Wine Touring Guide

- The guide was published in the fall, with just under 40,000 orders year-to-date, on track with previous years. Media America produces and ships the guides, while Certified handles airport and travel hub distribution. The guides are produced every two years with the next edition planning process starting in Q4 2026.

Events

- Event strategy continues to be a key focus of the five-year strategic plan. This fall, OWB sponsored new events, including Roux Portland and Tradition Reimagined.
- Planning is underway for Oregon's role as the featured region at the Houston Livestock and Rodeo.
- Discussions are ongoing with ORLA regarding activations at the NW Food Show and Taste Oregon events.

Public Relations

- B. Engel reported that PR materials have been updated, including the press page and a revised press kit, supported by a new PR content calendar aligned with seasonal campaigns.
- Media mentions are up 11%, and proactive pitch response rates are 15%, exceeding KPIs. Oregon Wine Board has 61 placements to date.
- Next steps include the spring FAM tour, PR strategy for the Houston Livestock and Rodeo, and amplification of Top 100 wine rankings via social media and the new trade-facing newsletter, *Oregon Wine in the News*.

International Marketing

- M. Bray provided the following updates for the Board:
  - Oregon and Washington visited five Canadian provinces to reinforce relationships with government monopolies, focusing this year on Alberta where product can still be sold.
  - In the UK, OWB's promotion with the Big Wine Shops drove a 563% year-over-year sales increase, complemented by a master class in Bristol targeting trade in secondary cities.
  - In Denmark, the first European Pacific Northwest Wine Specialist Level 2 certification in Aarhus engaged 22 trade participants, followed by a successful Copenhagen master class for 20 professionals.
  - In Sweden, meetings with a key buyer generated strong interest and plans for a summer visit, while sponsorship of *Falstaf Magazine* in the Nordics provided exposure to 250 attendees and a four-page spread in the inaugural issue.
  - Overall, efforts are focused on trade education, relationship-building, and strategic activations to grow Oregon's international presence and maintain strong consumer and trade sentiment.
  - S. Crawford mentioned that the OWB invests $180,000 from its domestic budget in the international program, leveraging USDA grants and other funding to reach about $1 million this year. A new USDA grant application in January could provide roughly $1 million for Oregon through 2028. Additional RAP funds and annual allocations support trade, education, and promotions. These resources, along with M. Bray and the team's coordination, maximize Oregon's global presence and impact.
  - M. Bray noted that OWB is focusing on regions where it already has a presence while selectively exploring new markets, including Mexico, the Caribbean, and parts of Eastern Europe.
  - A. Ramirez noted that the International Committee will focus on opportunities beyond packaged goods, including bulk wine and raw materials, and will continue to monitor and educate on these industry trends.

Education Update

- J. Willey stated that this year's Oregon Wine Symposium program has been completely redesigned to deliver messaging that is simpler and clearer.
- The event features five tracks of breakout sessions - Viticulture, DTC, Wholesale Distribution, and an Executive Leadership track. Most of the 25 sessions are confirmed, with only a few still being finalized.
- Session formats have been diversified to encourage greater interaction, such as fireside chats, hands-on workshops, and a limited 60-person pre-registration workshop on spray program assessment.
- Networking and trade show flow have been improved with shorter, more frequent trade show breaks and an earlier happy hour, which flows into the general session for awards and Dr. G. Jones climatology report.
- Sponsorships are currently at 70% of the goal.
- J. Willey encouraged directors to reach out directly to their contacts, including vendors and service providers, and emphasized that any assistance would be greatly appreciated. Sponsorship decks and supporting materials are available to help facilitate outreach.
- The OWS marketing campaign is underway, with weekly email communication continuing. Print ads will run in the *Oregon Wine Press*, and a postcard is being mailed to all vineyard and winery businesses shortly after the New Year.
- The postcard will remind recipients that priority and group registration closes on January 16. After that date, registration will still be open but at a higher cost due to convention center logistics and meal pricing.

Research Update

J. Willey provided the following updates:

- Economic Impact Study: The survey closed with 60 usable responses. Top-line results will be available in January, with the full report to be presented at the Symposium.
- Vineyard & Winery Census: Scheduled to launch mid-December through February, focusing on vintage decisions and harvest practices. The full report is expected in June.
- Research Grants: Project funding ranges from $50,000 to $70,000, with a total allocation of $350,000 to $400,000. Two new projects may be added.

- Committee Planning: An in-person meeting is planned for April to update priorities and explore additional economic and business research opportunities.

IPC Update

- D. Irvine provided context on IPC and noted that the IPC's primary goal is to serve as a feedback loop between the Oregon Wine Board and the industry
- She mentioned that the new strategic plan provides a clear roadmap for OWB work, enabling feedback on initiatives to ensure alignment with objectives, and present well-informed recommendations to the Board.
- G. Bianco provided the background on how the IPC was created, which was through a Value Network Analysis Workshop back in 2022 where executives from regional associations and advocacy groups were in attendance.
- She suggested discussing and potentially updating the IPC charter to reflect current needs and reduce combative language at an upcoming meeting.
- The 2026 IPC meeting schedule has not been finalized, which prompted a discussion on whether to change the meeting frequency from monthly to quarterly.
- A survey was suggested to gather feedback on the IPC's cadence and improvements, and member needs.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 11:50 a.m.

DECEMBER 4, 2025

Executive Session

Noon – 5 p.m.

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

- Financials
- OWS 2024-26 Amendment to Co-Sponsor Agreement
- 2026 Executive Officers
- 2026 Committee Chairs
- Industry Awards
- Industry Grant Requests
- Board Policies
- Wine Cellar
- Surplus wine