



AUGUST 8, 2025

Board meeting minutes FINAL

ATTENDEES

Board

Greg Jones, Tiquette Bramlett, Dionne Irvine, Austin Kraemer, Gary Mortensen, Robert Moshier, Maria Ponzi, Adam Ramirez

Absent

Cristina Gonzales

Staff

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

Guests

Jessica Blauert (OWA), Page Knudsen Cowles (WVWA), Dai Crisp (NWCSFR), Sarah Garr (RVV), Abby Gearing, Jana McKamey (OWA), Morgen McLaughlin (WVWA), Jennifer Reichert, Chad Vargas (NWCSFR), Meghann Walk (RVV)

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 10:40 a.m.

Review of the meeting minutes

- The Board reviewed the meeting minutes from June 17, 2025.

MOTION: D. Irvine moved that the June 17 meeting minutes be approved. A. Kraemer seconded. The motion carried 8-0.

Strategic Planning Update

- G. Bianco provided an update on the strategic planning process. She highlighted that the team is currently developing a document that will outline the strategic plan for the industry. The plan is expected to be ready by early to mid-September, at which point it will be presented to the Board for a vote. Following this, the results will be communicated via email and through town hall meetings to the industry.
- G. Bianco informed the Board about the wine tourism strategic plan funded by the wine country license plate grant, which must be completed by the end of November. Meetings with stakeholders are currently being scheduled to discuss ways to enhance tourism for the state and the wine industry. There will be many opportunities for input throughout the process.

IPC Update

- D. Irvine provided an update on the last IPC meeting held on July 14, focusing on the FY2025-26 budget.
- She relayed that the meeting provided valuable feedback that was incorporated into the public presentation of the budget held the following week.

- One insight provided during the IPC meeting was that some regions may struggle to maintain funding for Community Benchmark and would like OWB to consider this in future contract negotiations with Community Benchmark.
- G. Bianco informed the Board that negotiations are underway with Community Benchmark to secure additional content beyond what is currently provided. This enhancement will create more opportunities for improved reporting data, allowing regional associations to make better use of this information. Once a solid agreement with Community Benchmark is reached, discussions regarding the budget will take place with those regions. The current funding is set to last until the end of December 2025.
- M. McLaughlin provided historical context on the Community Benchmark project, which was initially funded by a specialty crop grant. She emphasized the importance of utilizing third-party data and information, as well as the need for improved education on how wineries can effectively use this data.

Finance Committee Update

- S. Crawford presented the FY2024-25 Q4 and full year-end financials, noting that there is \$3,345,771 in total revenue with expenses of \$3,013,679. After accounting for the reserve goal of \$900,000 and non-cash wine cellar inventory, a surplus of \$888,219 will be rolled to FY2025-26.

MOTION: A. Ramirez made a motion to approve the FY2024-25 Q4 and full year-end financials as presented. A. Kraemer seconded. The motion carried 8-0.

- S. Crawford stated that the proposed budget includes a deficit to spend down the surplus funds, with increased spending on education, marketing, and general and administrative expenses.
- The proposed budget adjustments are based on FY2024-25 year-end financials, input from the IPC, and the public presentation of proposed budget revisions.
- The proposed FY2025-26 budget shows total income of \$2,926,465 with expenses of \$3,794,500.
- Expenses exceed revenue by \$868,000 to spend down surplus from FY2024-25.

MOTION: M. Ponzi moved that Proposed Revisions to FY25-26 Budget v2025.03 be approved as presented. A. Kraemer seconded. The motion carried 8-0.

- S. Crawford updated the Board on the Secretary of State's audit and review, which was issued on January 3.
- OWB has inventoried all wines under OWB control including wines removed from the Governor's wine cellar at Mahonia Hall.
- OWB has added the wine inventory valuation to the FY2024-25 financial statements that adhere to Generally Accepted Accounting Principles.
- OWB has received recommendations from the Department of Justice to develop policies and procedures to comply with the statute and clearly define the inventory of the state wine cellar, separating it from the inventory of wine for other promotional uses. The plan is to have this in place by December 31.
- S. Crawford discussed the financial review for the biennium from July 2023 to June 2025, which is due on April 1, 2026, to the Legislative Fiscal Office. This review will cover FY2023-2025 and will be conducted by Baker Tilly (formerly Moss Adams).

International Marketing Update

- S. Crawford provided an overview of FY2024-25 international marketing activities, programming, budget and planning.
- OWB utilized approximately \$1.1M of USDA funding for FY2024-25 programming.
- \$520 of MAP and \$564K of RAPP Tranche 1 were supported by \$137K from the OWB marketing budget.
- The Northwest Wine Coalition (NWC) Board voted to change the grant distribution between the WSWC and OWB at the May annual meeting.

- Beginning from FY2025-26, all grants will be split 50% WSWC and 50% OWB.
- Previous grants were split 60% WSWC and 40% OWB.

Marketing Grant Program Update

- G. Bianco discussed updates to the industry grant requirements, including increasing the annual grant amount to \$10,000 with a \$50,000 annual budget for the grant program.
- The grant program will be reviewed quarterly, and funds may be reallocated if the limit is reached.
- The Board will review applications, and vote on grants over \$500.
- G. Bianco explained the updated language to clarify the application process and presented a reporting template for grantees to track their activities and benefits.
- G. Bianco outlined the eligibility requirements, application process, review of requests, and the approval process.

MOTION: D. Irvine proposed a motion to approve changes to the industry grant program. The proposal includes an increase to the annual maximum grant amount to \$10,000 per applicant, resulting in a total annual budget of \$50,000. This budget will be reviewed quarterly. Feedback from the IPC will be considered regarding the draft document presented. A. Kraemer seconded the motion. The motion carried with a vote of 6-0, with C. Gonzales absent and T. Bramlett and G. Mortensen having stepped away.

- The Board considered an industry grant request from the Chehalem Mountains Winegrowers to support the Chehalem Mountains Neighborhood Project.

MOTION: A. Kraemer made a motion to approve the industry grant request of \$2,000 for the Chehalem Mountains Neighborhood Project. M. Ponzi seconded. The motion carried with a vote of 7-0, with C. Gonzales absent and G. Mortensen having left the meeting.

Research Committee Update

- J. Willey provided an update on the membership of the International Viticulture and Enology Society (IVES) and the opportunities that the OWB and Oregon State University (OSU) are exploring together.
 - OWB and OSU have identified an opportunity to leverage insights from previous research funded by OWB. The plan would be to create user-friendly summaries of the research, which would be published in IVES journals and made available on the OWB website.
- D. Crisp & C. Vargas updated the Board on the advocacy trip to Washington D.C. to support the Northwest Center for Small Fruits Research.
 - The team met with congressional and senate offices to request increased funding for cooperative agreements and support for personnel.
 - D. Crisp discussed the impact of recent cuts on research capacity and the importance of maintaining funding for ongoing projects.
 - He also highlighted the success of the trip in funding for leadership and administration, despite the challenges.

Education Committee Update

- J. Willey provided an update on the Oregon Wine Symposium and emphasized the importance of gaining feedback from the Board at this stage regarding general and break-out session content.
- She also asked the Board to assist with securing sponsorships and developing connections.

Marketing Update

- M. Ponzi updated the Board on the Marketing Committee's efforts to review the existing brand assets.
- They are working on refreshing the brand colors and evaluating the visuals to ensure they accurately represent Oregon. Additionally, a minor change has been made to the tagline, which now reads: "Oregon Wine. True to Place. True to Character."

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 2:10 p.m.

AUGUST 8, 2025

Executive Session

8 – 10 a.m.

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

- Strategic Planning
- Financials
- Marketing Grant Program
- Executive Director Performance Review