



DECEMBER 1, 2023

Board meeting minutes **FINAL**

ATTENDEES

Board

Justin King, Greg Jones, Donna Morris, Tiquette Bramlett, Dennis O'Donoghue, Bob Morus, Cristina Gonzales, Dionne Irvine, Gary Mortensen

Staff

Tom Danowski, Sally Crawford, David DeWitt, Celine Fauveau, Neil Ferguson, Stacey Kohler, Sarah Murdoch (contractor)

Guests

Austin Kraemer, Adam Ramirez, Gina Bianco (RVV), Morgen McLaughlin (WVWA), Suzanne Shultz (Willamette Valley Vineyards), Elisa Ford (NWCSFR)

MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 11:15 a.m.

Review of meeting minutes

- The Board reviewed the meeting minutes from September 19, 2023.
MOTION: T. Bramlett moved that the September 19 meeting minutes be approved.
C. Gonzales seconded. The motion carried 9-0.

Finance Committee & Administration

- S. Crawford updated the Board on the OWB Biannual Financial Review performed by Moss Adams.
- S. Crawford presented the Financial Reports from the 1st quarter of the fiscal year 2023-24. Quarterly Financials will be reported to the Board effective with FY23-24
- S. Crawford reported that the year's revenue and expenses are on target to date and reiterated the budget is spending down surplus funds from 2022-23.
- Community Benchmark requires \$17,400 to fully fund activities from Nov., 2023-June 2024, which is \$6,200 more than originally allocated in the August version of the budget.
- S. Crawford reported that after receiving some quotes from shared office spaces for staff, \$2,000 per month would be a reasonable amount to budget.
- S. Crawford reminded the Board that there is \$40,000 in the budget for strategic planning.

MOTION: B. Morus moved to approve the Financial Reports for Q1 of the fiscal year 2023-24. G. Mortensen seconded. The motion carried 9-0.

MOTION: G. Jones made a motion to approve moving \$6,200 from the 2023-24 DEI budget to the Community Benchmark line item. J. King seconded. The motion carried 9-0.



- S. Crawford spoke about the revised Employee Handbook. The Board said they would like more time to read the handbook and provide feedback. This is in addition to having the Oregon Department of Administrative Services review the revised edition.
- S. Crawford also reviewed with the Board the fiscal year 2023-24 budget process and timeline of reporting to the Board and the industry.

International Marketing Committee

- S. Crawford reviewed with the Board the international marketing program working with the Northwest Wine Coalition, Bryant Christie, and the USDA grant funding opportunities.
- B. Morus agreed to continue serving as the International Marketing Committee Chair.
- B. Morus also talked to the Board about the Fund Matching Program through WUSATA (Western United States Agricultural Trade Association) that is available for participants.

Education Committee

- S. Crawford updated the Board on the scheduling of DEBI training for staff and available Board Directors with Diamond Strategies.
- S. Crawford discussed the creation of a DEBI committee in the coming months.
 - Board Director C. Gonzales offered to Chair the DEBI committee.
- S. Crawford presented to the Board the current ticket sales and sponsorships for the 2024 Oregon Wine Symposium (OWS).

Research Committee

- Vice Chair, G. Jones updated the Board on the 2024-25 Viticulture and Enology RFP.
MOTION: T. Bramlett moved to approve the 2024-25 V&E RFP. D. Morris seconded. The motion carried 9-0.

IPC Committee

- C. Fauveau presented the Board a year in review of the creation of the Industry Partnership Committee.
 - The discussion included IPC achievements, deep dives, and goals for the following year.

Marketing Committee

- N. Ferguson discussed the establishment of a Marketing Committee, its Charter, and Chair/Co-Chairs.
- The Board asked for more time to consider the Charter and discuss establishing the Committee.



Election of OWB's 2024 Executive Officers

- **MOTION:** D. Morris moved to approve Greg Jones (Chair), T. Bramlett (Vice-Chair), G. Mortensen (Treasurer), and J. King (Chair Emeritus) as Executive Officers in 2024 as proposed. C. Gonzales seconded. The motion carried 9-0.

Election of the 2024 Committee Chairs

- J. King lead a discussion around 2024 OWB committee chairs.
 - **MOTION:** T. Bramlett moved to approve C. Gonzales interim Chair for the Education Committee and Chair of the DEBI Committee, Dr. G. Jones as the Chair for the Research Committee, G. Mortensen and M. Ponzi as Co-Chairs for the Marketing Committee, B. Morus as the Chair of the International Marketing Committee, and D. Irvine and G. Bianco as Co-Chairs for the IPC Committee. G. Mortensen seconded. The motion carried 9-0.

Industry Grant Requests

- The Board reviewed two Industry Grant Requests
 - The Board approved the Eastern Oregon Visitors Association's \$2,000 request for the Eastern Oregon Media Tour before Hospice du Rhône Walla Walla
 - The Board approved the McMinnville Winegrowers Association request for help with a McMinnville AVA Passport program with a grant award for \$500

Vote on the 2024 Oregon Wine Industry Awards

- The Board asked for more time to recommend the industry award nominations and come back in the next week with a Board vote.

Other business

- S. Kohler presented the proposed 2024 Board meeting schedule.
 - The Board asked for a doodle poll to select availability on the proposed dates.

MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 2:15 p.m.

DECEMBER 1, 2023

Executive Session

10– 11 a.m.

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

- OWB Executive Director Search
- Interim Executive Director
- Oregon Wine Industry Awards
- Chartering a DEBI Committee
- Review the proposed slate of 2024 Executive Officers