

OREGON WINE BOARD MEETING MINUTES

JULY 30, 2015 <<FINAL>>

LOCATION: REDWOOD HYPERION SUITES, GRANTS PASS, OR

Attendance

Board: Ellen Brittan (Chairwoman), David Beck (Vice Chairman), Steve Thomson (Treasurer), John Pratt, Michael Donovan, JP Valot, Leigh Bartholomew and Bill Sweat (Chair Emeritus)

Staff: Tom Danowski, Rose Cervenak, Jessica Willey, Marie Chambers, Christina DeArment, Michelle Kaufmann and Carrie Hardison

Guests: Tim Vevoda/Pallet Wine and Kerrie Walters/SOWA

Absent: Doug Tunnell

MEETING OPENING

Call to Order

- Brittan called the OWB Board meeting to order at 9:06 a.m.

Board Minutes (Attachment)

Pratt moved for approval of the May 19, 2015 Board meeting minutes. Beck seconded, Donovan abstained and the motion carried.

MATTERS FOR DECISION

Finance Committee Report (Attachments)

- The finance committee report was presented.

Beck moved that the Pro Forma Balance Sheet and Pro Forma P&L through June 30, 2015 be approved as submitted. Bartholomew seconded and the motion carried.

Marketing Committee Report (Attachments)

- A brief recap of the marketing committee meeting held on June 23 was presented.
- Additionally, there was a report of the OWB-sponsored activities surrounding the Wine and Spirits Wholesalers Association Council for Leadership Development event held in Portland in July.
- Willey delivered an Oregon Wine Month 2015 report.
 - There was a request that OWB explore design and production of materials that can be sent out to small wineries (without dedicated marketing capabilities), if requested, for Wine Month 2016.
 - **ACTION: OWB will look into the cost of providing a limited amount of materials for OWM 2016**
 - There was discussion about considering an additional Oregon Wine Month program in the fall.
- 2015-16 Marketing Plan

- Some discussion about how to use the market research data to develop an educational platform.
- There was discussion regarding the use of Specialty Crop Block Grant funds. Some ideas that were discussed:
 - Develop a trade website.
 - Partner with Education Committee to develop trade training modules for industry members on how to use materials delivered.
- One director encouraged the committee to keep in mind that not all wineries have the same level of marketing sophistication so any materials or training needs to be accessible for all.
- The committee was also encouraged to continue ongoing outreach to the industry in order to draw people in and inform.
- There was discussion regarding the two Oregon Wine Board grant applications for the wine license plate funds.
 - **ACTION: OWB Marketing Manager, Jess Willey will report the exact amount OWB applied for in each of the two grant proposals submitted.**

Education Committee Report

- The Board reviewed the proposed schedule for Oregon Wine Symposium 2016.
 - There was some discussion about how to drive participation, particularly in regions that are not in close proximity to Portland metro.
 - **ACTION: Add discussion of OWRI content and speaker at Symposium to the Aug. 20 OWSCR meeting agenda.**

Research Committee Report (Attachment)

- There was discussion about adapting the 2016-17 RFA to address funding multi-year projects.
 - **ACTION: Research committee chair, David Beck will adjust the “eligible projects” section of the proposed 2016-17 RFA to reflect the Board’s interest in multi-year project applications, but make clear that funding decisions are contingent on annual progress reports.**

MEETING FINALIZATION

- **ACTION: The Board will meet December 9, 2015 in Portland to reassess and update the OWB strategic plan for 2016-18.**
- There was discussion about including incoming and outgoing board members in this strategic planning session.
- **ACTION: Marketing Committee Chair, Steve Thomson will provide Mark Tobin’s research to the Board and the committee will consider how to provide the same to the industry.**

Brittan adjourned the OWB Board meeting at 11:50 a.m. and called for an Executive Session in accordance with ORS192.660(2)(a), only the Board and press are allowed to participate. Staff and guests were excused.