

OREGON WINE BOARD
AGENDA: JUNE 10
Zoom meeting

TIME	DESCRIPTION	DOCUMENTS INCLUDED IN PACKET	LEADER
9:00 – 11:00 a.m. (2 hours)	Executive Session *(see below statement) <ul style="list-style-type: none"> Annual Performance Appraisals 2022 Oregon Wine Symposium 		D. Morris
11:15 – 11:20 a.m. (5 minutes)	Meeting Opening <ul style="list-style-type: none"> Approve April 20 DRAFT Board meeting minutes 	<ul style="list-style-type: none"> April 20 DRAFT Board meeting minutes 	D. Morris
11:20 – 11:35 a.m. (15 minutes)	Matters for Decision <ul style="list-style-type: none"> Finance Committee (15 min) <ul style="list-style-type: none"> 2020-21 financials 	<ul style="list-style-type: none"> 2020-21 Balance Sheet and P&L statement 	J. King M. Chambers
11:35 a.m. – 1:25 p.m. (1 hour, 50 minutes)	Matters for Discussion <ul style="list-style-type: none"> Research Committee Report (20 min) <ul style="list-style-type: none"> 2021-22 Research Funding Paylist International Marketing Committee (20 min) <p>BREAK (5 min)</p> <ul style="list-style-type: none"> Communications Update (15 min) Oregon Solutions Update (30 min) 2022 Board Meetings (10 min) OWB Staffing Update (10 min) 	<ul style="list-style-type: none"> 2021-22 V&E Research Paylist International Marketing Update Communications Update 2022 Proposed Board meeting dates 	J. Tosch J. Willey B. Morus S. Thomson M. Chambers S. Murdoch R. Harkless D. Morris T. Danowski
1:25 – 1:30 p.m. (5 minutes)	Meeting Finalization <ul style="list-style-type: none"> Review Actions to be taken 		D. Morris T. Danowski
	Matters for Noting <ul style="list-style-type: none"> Consumer Marketing Update Education Update 		

**Executive Session Statement:*

The Board will now meet in executive session pursuant to ORS 192.660(2)(f), during which the Board may consider information or records that are exempt by law from public inspection.

Representatives of the news media and designated staff are allowed to attend the executive session. Representatives of the news media are specifically directed not to report on or otherwise disclose any of the deliberations or anything said about these subjects during this executive session, except to state the general subject of the session as previously announced in the Board's published meeting agenda. No final decision will be made in this executive session.

BOARD DIRECTORS	GUESTS	STAFF
Donna Morris	Steve Thomson (Cristom Vineyards)	Tom Danowski
Bob Morus	David Beck (Research Committee)	Marie Chambers
Hilda Jones	Jennifer Sitton (OWC)	Jess Willey
Justin King	Robin Harkless (Oregon Solutions)	Kai McMurtry
Remy Drabkin		Sally Murdoch
Bertony Faustin		Bree Stock
Eugenia Keegan		Stacey Kohler
Dennis O'Donoghue		
Jason Tosch		

OREGON WINE BOARD MEETING MINUTES

APRIL 20, 2021 <<DRAFT>>

VIA ZOOM

ATTENDANCE

- BOARD:** Donna Morris (Chair), Bob Morus (Chair Emeritus), Hilda Jones (Vice-Chair), Justin King (Treasurer), Remy Drabkin, Bertony Faustin, Eugenia Keegan, Dennis O'Donoghue, Jason Tosch
- STAFF:** Tom Danowski, Marie Chambers, Jess Willey, Stacey Kohler, Kai McMurtry, Sally Murdoch, Bree Stock
- GUESTS:** David Beck (Co-Chair, OWB Research Committee), Jennifer Kerrigan (SOWA), Jennifer Sitton (OWC), Julie Pond and Elisa Ford (NCSFR), James Thommes (OWB Research Committee/Two Mules Vineyards)

MEETING OPENING

Call to Order

Chair D. Morris called the Oregon Wine Board public meeting to order at 3:35 p.m.

Board Minutes

The Board reviewed minutes from the March 11 Board meeting.

B. Morris moved that the March 11 Board meeting minutes be approved as submitted. E. Keegan seconded. The motion carried 8-0. (R. Drabkin not yet in the meeting).

MATTERS FOR DECISION

Research Committee

- Research Committee Chair J. Tosch presented the V&E research project payroll proposal for 2021-22.
 - The request was made to the Board to fund \$339,118 for seven continuing research projects, above its original approved Research budget of \$280,000 for the 2021-22 fiscal year.
 - It was noted that the recommended list did not include project proposals related to smoke impact studies and there may be a request for additional funding later in the summer to support additional research.
 - It was generally agreed that if any of the seven projects on the recommended pay list are funded through other granting pools, the savings could be applied to later requests for smoke related research.
 - The Board invited the Research Steering Committee to present an update at OWB's June 10 meeting on final project funding decisions made by other granting agencies and foundations.

B. Morus moved to allocate funding of the seven recommended research projects for \$339,118, with the incremental \$59,118 over budget coming from OWB's operating surplus. E. Keegan seconded. The motion carried 9-0.

MATTERS FOR DISCUSSION

Finance Committee

- M. Chambers presented the adjusted 2021-22 budget that reflects the Board-approved additional funding for the 2021-22 Research budget.
- M. Chambers reminded the Board that OWB uses a three-year average to calculate the grape assessment and privilege tax figures.
 - M. Chambers presented a “worst-case scenario” demonstrating the potential impact of a second year of depressed grape assessment tax income which showed a possible future need to access reserve funds in order to maintain currently approved program budget levels.
 - Another budget update will be presented at the August board meeting if necessary, to reflect any new information on the 2021 harvest and tax forecast, as well as any adjustments related to the close of the 2020-21 fiscal year.

Industry Communications

- D. Morris introduced a DRAFT Industry Engagement Matrix, which reflects the leadership and partnership pillar of the strategic plan and outlines how Board Directors, and some staff members might develop a higher level of engagement, communication, and partnerships within the industry and OWB committees.
- In the next few weeks work will be done on pairing each OWB Director with a regional association Board counterpart to begin work on establishing one-on-one relationships in efforts to develop stronger communication between the Board and regional associations.
- D. Morris discussed starting work on developing a formal Governance committee or rechartering the Executive Committee to ensure the high functionality and efficiency of the Board itself.

Education Committee Update

- B. Stock communicated to the Board that in response to Symposium feedback, the Education Steering Committee is recommending OWS '22 be a three-day event instead of a four-day event in February 2022.
 - There was a Board consensus for directing the OWB's Education Committee to plan for a three-day virtual event beginning February 15, 2022.
 - The Board discussed aspects of managing educational content for OWS '22 and beyond.
 - In order to maintain separation of funding and charters between advocacy groups and the OWB, the Board Directors agreed that the OWB should not host advocacy presentations during OWS and should not deliver presentations at other events hosted by advocacy groups.

Media Relations Update

- S. Murdoch informed the Board that the three-day Wine Media Conference scheduled in early August is proceeding as planned.
 - The conference will include 123 writers participating in 6 excursions starting in Eugene and working their way to the Willamette Valley, Columbia Gorge, Umpqua, and Rogue.
 - Although there are some concerns from one or two regions about hosting excursions, OWB is working to mitigate these concerns as we want to welcome the writers to our state.
 - H. Jones, E. Keegan, D. O'Donoghue, B. Stock, and T. Danowski expressed interest in participating in a welcoming committee for the writers.

OWB Organizational Design

- T. Danowski discussed the current OWB staff alignment and its design to fulfill the strategic plan.
- The board agreed that OWB management should fill the currently vacant Marketing role while updating the job description. The Marketing position is included within the headcount reflected in the approved budget for the 2021-22 fiscal year.

MEETING FINALIZATION

Chair D. Morris adjourned the Oregon Wine Board meeting at 5:58 p.m.

APRIL 20
EXECUTIVE SESSION
3:00-3:30 P.M.

The Oregon Wine Board Directors met in Executive Session to discuss the annual staff performance review process and to agree on the milestone dates. Directors will meet in Executive Session again on June 10.

BALANCE SHEET
FISCAL YEAR 2020-21
REPORTED AS OF APRIL 2021

	Apr-21	Prior Year End
ASSETS		
Current Assets		
Checking/Savings		
1000 · Umpqua Bank Checking	610,254	725,937
1050 · Umpqua Bank Money Market	648,848	648,577
1055 · Escrow		-
Total Checking/Savings	1,259,102	1,374,515
Total Accounts Receivable	95,567	70,024
Total Other Current Assets	-	-
Total Current Assets	1,354,669	1,444,539
Other Assets		
1250 · Prepaid Expenses	24,511	60,891
Total Other Assets	24,511	60,891
TOTAL ASSETS	1,379,181	1,505,430
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Total Accounts Payable	66,846	241,763
Total Credit Cards	3,700	11,310
Other Current Liabilities		
2120 · Accrued PTO Balance	44,670	-
2101 · Payroll Liabilities	10,434	9,875
2200 · Deferred Revenue	63,177	116,837
Total Other Current Liabilities	118,280	126,712
Total Current Liabilities	188,826	379,785
Total Liabilities	188,826	379,785
Equity		
3000 · Opening Bal Equity	13,493	13,493
3900 · Retained Earnings	1,104,172	991,227
Net Income	72,689	120,925
Total Equity	1,190,354	1,125,645
TOTAL LIABILITIES & EQUITY	1,379,181	1,505,430

PROFIT LOSS STATEMENT WITH BUDGET TO ACTUAL
FISCAL YEAR 2020-21
REPORTED AS OF APRIL 2021

Modified Accrual	Annual Budget	Year to Date			Year End Forecast	Prior Year End
		Income & Expenses	Budget Earned	Budget Variance		
INCOME						
4100 · Grape Assessment (\$25/ton)	1,950,820	1,641,607	1,881,608	(240,002)	1,679,370	1,953,139
4200 · Wine Tax (2c/gal)	310,242	232,596	258,535	(25,939)	279,115	294,010
4300 · Program Revenue	13,680	(36,825)	-	(36,825)	(36,825)	55,505
4310 · Symposium Revenue	150,000	112,326	150,000	(37,674)	112,326	332,930
4500 · Other Income	5,000	1,968	4,167	(2,198)	2,050	5,004
4600 · Grant Revenue	50,000	42,000	42,000	-	50,000	91,698
4690 - HB 5006 Funds (MARIS)	96,898	40,000	40,000	-	86,650	187,694
TOTAL INCOME	2,576,640	2,033,672	2,376,310	(342,638)	2,172,686	2,919,981
EXPENSE						
1R000 · Research.						
R100 · Vit & Enological Research						
R101 · Grants.	350,000	258,186	258,441	255	350,000	389,737
Special Grant Award - Smoke Research	37,500	37,500	37,500	-	37,500	-
R103 · Online V&E Knowledge Center	20,000	-	-	-	5,000	-
R100 · Vit & Enological Research	407,500	295,686	295,941	255	392,500	389,737
R800 · Research. Administration	13,000	5,344	12,000	6,656	5,344	6,069
R900 · Research. Employee Compensation	45,090	32,683	37,575	4,892	39,220	15,000
1R000 · Research.	465,590	333,713	345,516	11,803	437,064	410,806
2E000 · Education.						
E100 · Symposium	150,000	106,423	150,000	43,577	106,423	385,953
E200 · Education Projects	25,000	3,320	3,320	(0)	3,320	10,943
E300 · Trade Education	-	-	-	-	-	-
E800 · Education. Administration	8,000	4,598	6,667	2,068	6,300	12,070
E900 · Education. Employee Compensation	51,820	50,122	43,183	(6,938)	60,146	108,261
2E000 · Education.	234,820	164,463	203,170	38,707	176,189	517,228
3M000 · Marketing & Communications						
B000 · Brand Equity & Identity	148,500	93,868	93,868	0	148,500	23,625
T000 · Tourism	165,000	76,091	76,091	(0)	155,000	76,621
X000 · Market Expansion	331,398	156,693	156,694	1	253,817	396,562
C000 · Communications	182,099	123,668	124,193	524	181,826	138,598
M800 · Marketing. Administration	15,000	2,567	12,500	9,933	3,549	11,355
M900 · Marketing. Employee Compensation	217,300	163,965	181,083	17,118	180,765	171,959
3M000 · Marketing & Communications	1,059,297	616,853	644,429	27,576	923,458	818,720
4K000 · Knowledge & Insights						
R200 · Industry Research	96,500	80,710	78,710	(2,000)	98,500	82,471
M300 · Marketing Research	30,000	7,519	7,500	(19)	-	12,300
K900 - Employee Compensation	45,090	32,684	33,818	1,134	39,221	-
4K000 · Knowledge & Insights	171,590	120,913	120,028	(885)	137,721	94,771
5L000 · Leadership & Partnership						
L100 -Regional Meetings	10,000	-	-	-	10,000	-
L101-Information Sharing Task Force	2,000	-	-	-	-	-
G301 · Grant Writing	10,000	500	500	-	10,000	1,025
G200 · Program Sponsorships/Contributions						
G201 · Oregon Solutions	5,000	-	-	-	5,000	-
G201 · Misc Contributions	5,000	-	-	-	5,000	1,000
G200 · Program Sponsorships/Contributions	10,000	-	-	-	10,000	1,000
G600 - Industry Relations	47,500	19,080	18,949	(0)	40,500	37,505
L800 - Leadership & Partnership Administration	6,000	225	5,000	4,775	500	-
L900 - Employee Compensation	45,090	32,684	37,575	4,891	39,221	-
5L000 · Leadership & Partnership	130,590	52,489	62,024	9,666	110,221	39,530
6G000 · General & Admin						
G100 · Board Administration	20,000	4,026	16,000	11,974	8,000	15,529
G300 · Consultants	-	-	-	-	-	7,771
G500 · Office Administration	154,940	116,251	128,142	11,891	135,365	141,740
G800 · Staff Administration	139,600	42,037	114,398	72,361	55,038	88,648
G900 · Employee Compensation.G&A	534,320	453,079	445,267	(7,812)	543,695	672,294
G999 · Accrued PTO Balances	-	57,159	-	(57,159)	-	-
6G000 · General & Admin	848,860	672,552	722,755	88,413	742,098	925,981
TOTAL EXPENSE	2,910,747	1,960,983	1,915,870	166,499	2,526,749	2,807,036
NET INCOME	(334,107)	72,689	460,440	(176,139)	(354,063)	112,945
Beginning Balance	1,104,172	1,104,172			1,104,172	991,227
Ending Balance	770,065	1,176,861			750,109	1,104,172
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	585,246	585,246			585,246	567,042
Surplus/Deficit After Reserve Goal	184,819	591,615			164,863	466,866
Total Compensation	1,032,870	845,690	856,968	11,278	998,834	1,064,369

Final 2021-22 V&E Research Paylist

Strategic Plan Fit

DISPLAY CODE	PI	Institution	SHORTTITLE	OWB			Requested	Cumulative	Wine Quality	Sustainable Practices	Changing Climate	Foundatio nal Research
				Funding Year	Vit	Eno						
2021-2306	Skinkis, Patricia	OSU	Soil moisture and vine response in Oregon soils	3	x		47,602	47,602	x	x	x	x
2021-2338	KC, Achala	OSU	GTDs in Oregon Vineyards	3	x		59,997	107,599		x	x	x
2021-2447	Levin, Alexander	OSU	Determining optimal irrigation initiation time	2	x		39,490	147,089	x	x	x	
2021-2491	Mahaffee, Walter	ARF	Botrytis Bunch Rot	2	x		60,842	207,931	x	x		x
2021-2409	Skinkis, Patricia	OSU	Rootstock Performance in Oregon	2	x		45,554	253,485	x	x	x	
2021-2637	Cassassa, Federico	Cal Poly SLO	Berry Size	2	x	x	35,522	289,007	x			x

Approved grant total **\$ 289,007**

2021-2320	Deluc, Laurent	OSU	Gene Editing Technology*	3+	x		50,111			x		x
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*Project funded by OWB in 2020-21, funded by Pierce's Disease Foundation in '21-22 cycle

June 10, 2021 Oregon Wine Board Packet

INTERNATIONAL MARKETING COMMITTEE MEETING NOTES

APRIL 22, 2021

ATTENDEES

COMMITTEE: Bob Morus (Chair), Steve Thomson (Vice-Chair), Thom Sichta, Shirley Brooks, Howard Rossbach, David Adelsheim, Ryan Pennington, Theresa Yoshioka, Jon Foster, Alexandra LaFontaine, Randy Ford, Abigail Smyth, Kent Godwin, Doyle Hinman, Robert Alstrin, Adam Welch, Michelle Bolliger, David Millman, Andreas Wetzel, Cameron Christie, Erick Garman, Cory Davis

STAFF: Marie Chambers, Tom Danowski, Margaret Bray, Bree Stock, Stacey Kohler, Kai McMurtry

OBJECTIVE

Annual meeting to advise on market and activity considerations for the development of an annual international marketing plan for the Oregon Wine Board.

BACKGROUND

The Oregon Wine Board, through the Northwest Wine Coalition, has received federal grant funding for the activation of international marketing activities. The committee was convened to discuss and confirm priority markets, suggest new markets and activities, and decide on activity directions for the program.

SUMMARY/OVERVIEW

- **Introduction:** The meeting was started by Morus with introductions and an explanation of the flow and purpose of the meeting. Steve Thomson also contributed to the introduction. It was explained that this meeting was meant to focus the attention on the planning for the 2021-2022 fiscal year. Chambers addressed the group by asking what their travel policies are and if travel will be in the near future which was met with a mixed response. Some wineries will be focused on domestic and most will not be traveling in 2021. Some wineries, however, will be wanting to travel as soon as that option is available.
- **Partner Update:**
 - OWB invited Theresa Yoshioka from Oregon Department of Agriculture to give an update on their programming and talk about the WUSATA inbound they are hosting for wine trade from Western Canada. Theresa mentioned programming in a few Asian markets and there was agreement to continue to communicate and collaborate where possible.
 - Eric Rosenberg from BCI then spoke about OWB's funding and USDA's policies under Covid and usual circumstances. He highlighted changes in regulations such as being able to reimburse sample bottles and talked to the high possibility of another rollover due to Covid as we are not the only cooperators having issues spending the budget during the pandemic.
- **Funding Review:** Chambers went over the spent budget and what is left to allocate before the group discussed the markets.
- **Activities Review and Markets Discussion:** Margaret Bray led an overview of the events that are currently taking place or being planned and those that the status has changed by market:
 - UK - OWB Partnership with Lotus Communications in the UK: There was a quick review of our new partners in the UK and two slides to show the current programming they are working on. There was also a discussion over continuing to engage the trade and importers through small focused tastings.
 - **ACTION:** OWB to invite Rebecca Wilson from Lotus Communications to next meeting for the committee to meet.
 - **ACTION:** Look into options for small importer meetings for 2022.

- Canada and Northwest Wine Expedition: There was a brief overview of the programming planned in Canada for 2021. The discussion around Canada was brief and the committee committed to continuing programming in multiple cities. Focus needs to be on continued efforts to engage the monopolies.
 - **ACTION**: Continue with the multiple city tastings and work with contractors to develop more collaboration with the buying monopolies.
- Europe: After a brief update on the changes to the programming in Denmark and Sweden there was a brief discussion about future programming in Europe.
 - Prowein: There was some concern that it will still be difficult for Prowein to take place but interest in still participating if it does.
 - Sweden and Denmark: There was support for the virtual programming planned for this year and the consensus for the next fiscal year is to continue focusing on the same markets we always have and to not venture into new markets. For Sweden, more involvement with the buying monopoly was agreed upon.
 - Russia: There was a general consensus that this market was not worth exploring in 21/22 as the ATO support is no longer there and it isn't a target market for our funds.
 - **ACTION**: OWB will work continue to monitor the situation for Prowein in the Fall
 - **ACTION**: OWB to continue to work with partners in Denmark and Sweden to come up with meaningful programming and in Sweden work on programming in collaboration with the buying monopoly.
- Mexico: There was a brief overview of the tasting events in the three markets in Mexico. The general consensus was to see how the events go but most agree that efforts should continue there.
 - **ACTION**: OWB to report back to committee after events to determine the next steps in this developing market.
- Korea: A brief overview of the masterclass and B2C programming to be held by OWB in June. The discussion supported a return to this market along with other Asian cities when travel is possible.
- Japan: Chambers gave a quick overview of the NW Certification Programming. There was a discussion about the possibility of a contractor change and OWB asked the committee for help in finding partners that could be a good fit.
- Other Asia: There was general interest in exploring Taiwan and Singapore but to focus first on Japan and Korea and wait until the world is back open to explore an Asia tour.
 - **ACTION**: OWB to continue looking for a new partner in Japan and continue with the NW Certification programming. OWB will see what opportunities there may be for an Asia tour in the first half of 2022.
- Inbound: OWB gave an overview of the inbounds that they will hope to host in 2022 knowing that there is a high possibility for further delays.
- Other: There was discussion from the committee about engaging the ATOs that are supportive of Oregon by inviting them to Prowein and to see what opportunities there are for collaboration as well as the engage the growing eastern European market by inviting them the key trade to our booths.
 - **ACTION**: OWB to contact key ATOs to engage more with them and invite them to attend Prowein should it take place as well as key trade in developing markets that may become important in the future.
- Other: The committee talked about the potential of a return to Hong Kong as some feel it is not a market to be ignored despite its difficulties.
 - **ACTION**: OWB to look into options for possible programming in the future but not before 2023

NEXT STEPS

- Confirm event calendar for 2021-22
- Discuss activities and decisions with WSWC
- Continue to monitor the ongoing pandemic and its impact on our planning and the committee's and wineries' willingness to travel
- Set a meeting for Summer to reconvene and confirm programming



June 10 Board Meeting
Communications Department:
What's new and what's ahead 2021-2022

oregon
wine BOARD

Crisis Plan

Support from experts in 2021

- Oregon Fire Marshal's Office
- Travel Oregon
- Professional Journalist
- Media Trainer

Oregon Wine Month PR

- Pour it Forward Analytics
- PR on the PiF concept and Oregon Wine Month
- Collaboration from Rogue Valley Vintners, Willamette Valley Wineries Association, and more
- Newscasts on Oregon Wine Month collaborations with:
 - The Umpqua Valley and Malbec Day
 - New Zealand Wine Growers and Rogue Valley Vintners
 - Chardonnay in Willamette Valley and the Applegate Valley
 - Jesse Lange and the great 2020 vintage
- Next up:
 - Fathers Day in the South Willamette Valley



Forbes

Forbes

Celebrate Oregon Wine Month With The Launch Of The Pour It Forward Campaign



Joseph V Micallef Contributor @Spirits
I write about wines and spirits and the hidden corners of the world.

f
t
in



L.M. Archer | wordsmith



Sip MAGAZINE

Who: Nicholas Keeler, owner/winemaker at Authentic Wine Cellars, The Corridor & Leisure
What they chose: Bethel Heights 2017 Flat Black Pinot Noir

Barrel tasting with Ben Casteel has always been a highlight of my yearly visits working as the sales director for Tonnellerie Allary and in particular, I eagerly look forward to tasting the wines that come from the Bethel Heights Vineyard Flat Block. There is something very special about these wines and the way they are crafted – they offer an enchanting depth and complexity. The people involved in the Oregon wine industry embolden each other's mutual passion for vineyard and wine. I am grateful to Ben and others who have selflessly taken the time to taste, discuss, answer technical questions and offer encouragement in times of adversity. Together we are making wines worthy to represent the unique and acclaimed terroir of the Willamette Valley.



Erica Landon, Photo courtesy of Walter Scott Wines

Who: Erica Landon, founding partner and general manager at Walter Scott Wines
What they chose: Hundred Suns Wine 2019 Sequitur Vineyard Pinot Noir

We chose Grant Couiter and Renée Saint-Amour from Hundred Suns for many reasons. They have worked so hard to launch their winery, coming up in some of the best cellars in Oregon and putting everything on the line to follow their dreams. It is a story that we know intimately and one that mirrors our own path at Walter Scott. Besides, they are some of the best humans and their wines are beautiful. The camaraderie in the Willamette Valley is powerful. The support of many in our industry helped us build Walter Scott, helped us to continue to learn tasting in each other's cellars, and supported us through the challenges of 2020 and beyond. It is a special community, one that would bend over backward to help each other.

Summer media visits and how the 2021 PR plan fits in

- Katherine Cole Sparkling Wine Anytime Media event
- Julia Coney visit with Tiquette Bramlett
- Women in Wine
- Wine Media Conference
- Oregon Wine Experience
- Cross Border AVA Tour
- Red Hills Douglas County and Umpqua event
- Critics—Suckling and more

2021 OWB REMAINING MEETINGS & RECOMMENDATIONS

Date	Recommended Format	Location
Thursday, August 12 (already scheduled)	Virtual	N/A
Thursday, October 21 (TBD)	Virtual	N/A
Wednesday, December 1 & Thursday, December 2 (already scheduled; dinner & Board meeting)	In-person	Portland (due to deposit from 2020 @ AC Hotel)

2022 OWB MEETINGS & RECOMMENDATIONS

Date	Recommended Format	Location
Thursday, March 3	In-person	Salem or Eugene
Thursday, April 21 (Research proposals)	Virtual	N/A
Wednesday, June 8 & Thursday, June 9 (reception & Board meeting)	In-person	Rogue Valley or Walla Walla Valley
Thursday, August 11	Virtual	N/A
October (TBD)	Virtual	N/A
Thursday, December 1 & Friday, December 2 (dinner & Board meeting)	In-person	TBD

MATTERS FOR NOTING

CONSUMER MARKETING UPDATE
JUNE 2021 BOARD MEETING PACKET
PREPARED BY: KAI MCMURTRY

ACTIVITY	Consumer Website Rebuild
STRATEGIC OBJECTIVE(S)	Brand Equity, Wine Tourism
OVERVIEW	Rebuild oregonwine.org to reflect the OWB's new Brand work as well as update the content and architecture to best serve the industry and current marketplace.
STATUS	<ul style="list-style-type: none">• Review agency proposals, conduct follow up interview, select partner
NEXT STEPS	<ul style="list-style-type: none">• Select partner agency, compose project calendar, initiate rebuild
TIMING	<ul style="list-style-type: none">• May – Review proposals from 6 prospective agencies• June – Conduct follow up interviews with those agencies selected to proceed• June – Select agency, confirm terms and contract and begin work• July – Jan. – Execute site rebuild to be completed by January 2022

ACTIVITY	Oregon Wine Month
STRATEGIC OBJECTIVE(S)	Brand Equity, Market Expansion, Wine Tourism
OVERVIEW	Since 2012, the Oregon wine industry has celebrated Oregon Wine Month annually in May. The objectives of the Oregon Wine Month program are: <ol style="list-style-type: none">1. To encourage a period of increased support from distributors, restaurants and retailers across the country2. To create a platform for tactical winery promotions that stimulate sales in all channels3. To develop deeper affinity for Oregon wine by forging an emotional connection with consumers
STATUS	<ul style="list-style-type: none">• Complete May programming, compile analysis and reporting
NEXT STEPS	<ul style="list-style-type: none">• Compile 2021 analysis and reporting, continue planning for OWM 2022 and industry engagement
TIMING	<ul style="list-style-type: none">• May – Complete programming

- June – Produce reporting on 2021 activities
- June - Ongoing – Prepare for industry engagement session in 3-tier and DtC to map OWM landscape, identify industry needs and opportunities, and surface a working group to prepare for a bigger/better OWM 2022

EDUCATION UPDATE

JUNE 2021 BOARD MEETING PACKET

PREPARED BY: BREE STOCK, EDUCATION DIRECTOR

ACTIVITY Oregon Wine Symposium 2022

STRATEGIC OBJECTIVE(S)

- Driving Industry Education through competitive advantage
- Deliver Knowledge and Insights to Oregon growers and producers
- Develop Strategic Partnerships and Leadership
- Enhance Reputation of Oregon Wine

OVERVIEW

- The 2022 Oregon Wine Symposium will be a virtual program delivered to the industry via the Swapcard platform from Feb 15 – 17 2022

STATUS

- Education track chairs have assembled to begin identifying industry education needs and developing seminar topics
- Education committee members being identified and requests for industry engagement with the committee

SEMINARS

- Each day will feature all three industry relevant tracks, viticulture, enology and sales and marketing. Each seminar track began with a “100” level seminar and was followed by a “400” level seminar based on the most current research on the subject matter to address the growing knowledge spread in our industry.

NEXT STEPS

- Define industry education needs
- Engage with OWB funded researchers to record and present their current findings of OWB funded research
- Determine general session speakers and topics

TIMING

- “Save the Date” has been posted for the 2022 Symposium Feb 15-17, 2022
- Pricing and any education discounts are in development

ACTIVITY	Canadian importer and trade tastings in June delivered via Zoom and in person
STRATEGIC OBJECTIVE(S)	<ul style="list-style-type: none"> • Market Expansion • Enhance Brand Equity of Oregon Wine • Strategic Leadership and Partnerships with influencers and trade
OVERVIEW	<ul style="list-style-type: none"> • Moderate a panel winemakers/sales representatives to importers, LCBO and trade buyers in Canadian market with virtual tasting and discussion with trade
STATUS	<ul style="list-style-type: none"> • Delivered June 2nd • Four in person events across Canada in late September 2021 in planning

ACTIVITY	Webinars for Oregon Wine Month
STRATEGIC OBJECTIVE	<ul style="list-style-type: none"> • Enhance Brand Equity of Oregon Wine • Market Expansion • Share Oregon Wine Knowledge with trade and media
OVERVIEW	<ul style="list-style-type: none"> • A series of webinars will be delivered for the benefit of trade and media to access and promote Oregon Wine Month
STATUS	<ul style="list-style-type: none"> • Completed four webinars all are recorded and available on the trade website for continued promotion by regional associations and trade view https://trade.oregonwine.org/events/ • 712 trade attended the four webinars live • 1,520 trade registrations in total • Registrations by seminar: Discover Oregon (344), Discover Willamette Valley (420), Discover Southern Oregon (370), Discover Columbia Gorge and Walla Walla Valley (386) • Representatives from 3 regions joined the chat to answer attendee

questions

- Deliver training to COSTCO employees in PNW June 17

NEXT STEPS

- Deliver final OWM webinar training to COSTCO employees for Summer promotions
- Develop next years webinars in conjunction with regional groups to gain increased registration

TIMING

- Connect with regional associations marketing groups
- Identify theme and winemakers for panels for 2022 OWM

ACTIVITY

Oregon from the Ground Up Masterclass Nordic markets

STRATEGIC OBJECTIVE(S)

Engage with trade and media influencers and importers to increase availability of Oregon wine in International markets.

Enhance Brand Equity

Market Expansion

Develop Strategic Partnerships with global wine educators

OVERVIEW

Development of a hybrid masterclass for the trade and importers in the Nordic markets to increase demand and placement for Oregon wine in this important European export market.

Co-presented with Madeleine Strenweth MW

STATUS

In development delivering insights and structure to in market presenter

ACTIVITY

Oregon and Northwest Wine Certification for Japan and Korea

STRATEGIC OBJECTIVE

- Educate and certify wine trade professionals to increase knowledge and demand of Oregon wine.
- Market Expansion

- Enhance Brand Equity
- Deliver Knowledge and Insights of Oregon wine to trade and educators
- Develop Strategic Partnerships and Leadership with in-market educators

OVERVIEW

- Development of an online program for the Foundation certification in place of an in-person event in 2021
- Increase educators in important export market
- Develop Educator Handbook and Advanced Oregon Wine Certification.

STATUS

- Foundation certification study guide, powerpoint and exam update and translated
- Wines shipped to Japan for online certification
- Curriculum recorded and sent for dubbing/translation in Tokyo
- 21st of June 6pm – 10pm scheduled for virtual tasting (in-person tasting and exam in Tokyo)
- Advanced Certification Presentation and educator materials in development

NEXT STEPS

- Recorded curriculum to be loaded on Swapcard for early June
- Tasting in Tokyo with trade
- Designer working on Advanced NW Specialist powerpoint and study guide

TIMING

Japanese educators and trade access online classes in June
 Tasting for candidates in Japan and examination June 21 (Bree conducting virtual tasting)
 Advanced certification completed by August

ACTIVITY

Community Benchmark and WISE Grant

STRATEGIC OBJECTIVE

- Deliver Knowledge and Insights
- Develop Strategic Partnerships and Leadership
- Enhance Brand Equity of Oregon Wine
- Market Expansion
- Enhance Tourism Engagement

OVERVIEW

- Develop community dashboard for tasting rooms to facilitate

benchmarking and successful DTC program growth

NEXT STEPS

- Awaiting grant confirmation
- Develop roadmap for successful delivery to producers
- Developer of Community Benchmark to deliver Community Benchmark profile to industry on the industry call on 8 June

TIMING

Fall/Winter 2021