



MARCH 1, 2023

Oregon Wine Board Meeting Agenda

Virtual [Zoom Link](#)

Time	Topic	Documents	Leader
9 – 9:45 a.m.	Executive Session <ul style="list-style-type: none"> • DEI training • Desired profiles of future OWB Directors 		J. King
10:00 a.m.	Public Board Meeting Opening		J. King
10:00 a.m. – 12:45 p.m.	Agenda <ul style="list-style-type: none"> • Approve Jan. 6 Board meeting minutes (5 min.) • Education Committee (25 min.) <ul style="list-style-type: none"> • Discuss the OWA/OWB 2024-26 Oregon Wine Symposium co-sponsor agreement • Chartering the Industry Partnership Committee (30 min.) • Rogue Valley Vintners recap from the Wine Star Awards event (15 min.) • Industry association grant requests policy (15 min.) • 10-minute break • International Marketing Committee presentation (30 min.) • Research Committee (5 min.) <ul style="list-style-type: none"> • Research Committee leadership • Finance Committee (30 min.) <ul style="list-style-type: none"> • 2022-23 financials • 2023-24 draft budget 	<ul style="list-style-type: none"> • Draft Board meeting minutes from Jan. 6 • Draft OWA/OWB 2024-26 OWS co-sponsor agreement • Draft IPC charter • WVWA grant funding request • 2022-23 financials • 2023-24 draft budget 	J. King M. Chambers T. Bramlett J. King C. Fauveau T. Danowski G. Bianco J. King B. Morus S. Thomson M. Chambers G. Jones C. Fauveau M. Chambers T. Bramlett

ATTENDEES

Board

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

Staff

Tom Danowski, Marie Chambers, David DeWitt, Celine Fauveau, Neil Ferguson, Linea Gagliano, Stacey Kohler, Bree Stock

Guests

Gina Bianco (RVV), Steve Thomson



JANUARY 6, 2023

Board meeting minutes **DRAFT**

[Recording Link](#)

ATTENDEES

Board

Justin King, Greg Jones, Donna Morris, Tiquette Bramlett, Bob Morus, Cristina Gonzales, Dionne Irvine

Absent

Dennis O'Donoghue, Gary Mortensen

Staff

Tom Danowski, Marie Chambers, Neil Ferguson, Linea Gagliano, David DeWitt, Stacey Kohler, Bree Stock

Guests

Gina Bianco (RVV), Chad Day (RVV), Bob Hackett (Travel Southern Oregon)

MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 10:00 a.m.

MATTERS FOR DECISION

Review of meeting minutes

- The Board reviewed the Executive Session and Public Board meeting minutes from the December 2, 2022 meeting.

MOTION: B. Morus moved that the Dec. 2 meeting minutes be approved as submitted. D. Morris seconded. The motion carried 7-0.

MATTERS FOR DECISION

Finance Committee

The Board discussed Rogue Valley Vintners' (RVV) request for funding for the Wine Enthusiast Magazine Wine Star Awards.

- J. King moved that OWB will award an amount not to exceed \$5,000 to RVV on behalf of the Rogue Valley Wine Community. B. Morus seconded. The motion carried 7-0.

ACTION: RVV Executive Director Gina Bianco will provide the OWB with a detailed budget and activity related to the Wine Star Event. Rogue Valley Vintners will present a recap of the activity plan at OWB's Mar. 1 Board meeting.



MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 11:00 a.m.



INDUSTRY PARTNERSHIP COMMITTEE (IPC) Committee charter (Draft)

I. Purpose of the Industry Partnership Committee

The primary purpose of the Industry Partnership Committee (IPC) is to provide a structured feedback loop between the Oregon Wine Board (OWB) and Oregon-based industry associations, as well as provide a scheduled, safe space for open, free-flowing discussion in forums and task groups that offer insights for OWB programs. IPC meetings should result in an agreement on how to approach a wide array of topics, including, but not limited to, communications, marketing, education, industry insights, business research and analysis, and consumer information.

The IPC also provides a forum where all marketing and advocacy associations involved in the growth of the Oregon wine industry can share their priorities and mutualize our efforts.

II. Committee responsibilities

The Industry Partnership Committee makes direct recommendations to the OWB's Board of Directors on OWB programming and budget allocation. Recommendations are based on association and regional perspectives and priorities, as well as OWB's goal to serve the broad Oregon wine industry, including industry members not represented by an association.

The Committee may make recommendations, identify gaps, and agree on tactics and joint efforts in the following areas.

- OWB budget allocations
- Grant funded projects and applications
- Communication plans
- Trade and consumer marketing activities
- Business research and analysis
- Viticulture and enology research priorities, technology shifts
- Industry and consumer research
- Surveys
- Education

III. Committee membership & structure

Committee members must attend meetings in their area of expertise and desired input with a statewide vision of positive outcomes.

Chair and Co-Chair:

The Chair and Co-Chair will preferably be from different regions.

The Chair is appointed by the OWB of Directors. The Chair position will be held by an Oregon Wine Board Director. New chair appointments take effect at the first IPC meeting of the calendar year.

The Co-Chair is recommended by IPC members and confirmed by the Oregon Wine Board of directors. The Co-Chair position will be held by an industry association board director and is preferably a grower or winemaker. New Co-Chair appointments take effect at the first IPC meeting of the calendar year or the earliest possible date.

The Chair and Co-Chair will jointly convene and preside over all Committee meetings, they will act as

the primary point of contact for the OWB Board and staff. They are responsible to bring IPC recommendations to the OWB board of directors in a timely fashion.

OWB staff

- **Industry relationship staff** will facilitate the meetings and provide administrative support (work with IPC Chair/Co-Chair to set agenda, and meeting schedules, set up meetings, gather future agenda items, take minutes, etc.). OWB will communicate relevant IPC outcomes to the industry via the Grapevine.

Marketing and Advocacy Associations

- Associations will request to be members of the IPC. Their application is approved by OWB Directors.
- Each association will identify up to two representatives. The association director will participate if possible.
- Specialists: Members of the associations or staff can be appointed by each industry association's board to act as program specialists who can provide their expertise in marketing, media relations, education, viticulture & enology research, industry research, and surveys.
- IPC member associations will communicate and amplify the work and activities of the IPC, this will include non-members, when possible.
- Associations will make sure they have the best interest of the geographical region they represent while also representing their members. OWB will also communicate IPC's work to the statewide industry to ensure all are represented.

Independent industry members

Industry members not affiliated with an association can apply to sit on the IPC through an application form. Applications will be submitted to the IPC Chair and Co-chair, who will grant membership. Applicants must currently be working in the Oregon wine industry. There is no maximum term length for members of the IPC.

Special guests, specialists, or experts

Subject matter speakers may be invited periodically to allow committee members to learn more about relevant issues confronting the industry to support the mission and goals of the IPC. They will act as advisors to the IPC. The IPC meetings will not replace all industry forums.

IV. Meeting Cadence and Agenda

A monthly meeting cadence for the year will be set at the beginning of the calendar year. The agenda of each meeting will align with OWB's decision-making schedule. Preparation material will be sent prior to meetings, participants will be expected to attend prepared. Time will be allowed in each meeting for industry requests unrelated to the agenda. To ensure no valuable feedback or idea is lost or forgotten, OWB staff will propose to the IPC a process to address and or re-evaluate these requests at the most appropriate time.

At the beginning of the calendar year, a retro-planning will be proposed by OWB Staff and refined with IPC members to make sure the feedback forum is planned to allow sufficient time to provide, discuss and incorporate feedback. The IPC may form specific working groups and subcommittees or assign specialists consistent with agenda items.

Unforeseen events and crisis situations

Unless the severity of the event requires overruling the agenda of the meeting, crisis or unusual



circumstances will be briefly discussed and a separate meeting will be scheduled to address the situation. In the case the severity of the situation requires overruling the agenda, the decision will be made to reschedule the current meeting to make sure the scheduled agenda items are addressed in a timely fashion.

V. Accessibility of IPC's work

To comply with the OWB's commitment to transparency and disclosure, IPC meetings will be open to Oregon wine-grape tax-paying constituents and guests. IPC meeting notes will be made available to Oregon wine industry members following approval by the committee. The IPC may, on occasion, meet privately to discuss certain agenda items that require confidentiality. In such instances, meeting notes will reflect the substance of those conversations.

VI. IPC Charter modification

IPC may propose changes to this Charter occasionally to establish such rules as may be appropriate or necessary to facilitate the conduct of the IPC collaborative work. Ratification and adoption of proposed changes to this Charter will require a majority vote of the IPC membership and review by the OWB board of directors.

Suggested guidelines for future requests by industry associations for \$ from OWB

Directors will want to consider their policy on evaluating unbudgeted funding requests from the industry in the future. Directors could begin drafting a motion now in advance of the March 1 Board meeting that factors in some of these elements:

- Written requests would be necessary for amounts in excess of \$500; these require Wine Board approval in a public meeting
- Requests are required a month in advance of the next posted OWB public meeting; initial review will be done by OWB Finance Committee
- Requests are to be submitted by the Boards of industry non-profit organizations and associations
- OWB Directors will consider requests in excess of \$500 if the annual budget is in surplus or if money remains available in the previously Board-approved line-item amount for grant awards
- Awards are limited to one per fiscal year per requesting organization or association
- Maximum amounts to be awarded can be determined and amended anytime at the discretion of the OWB
- Awards require some level of hard dollar investment by the requesting organization
- If awarded funding, the requestor agrees to present a recap of program or event results upon OWB's request
- Organizations seeking OWB funding should detail out the ways in which the request supports OWB's statewide objectives in either Education, Marketing, Research or Communications



FEBRUARY 16, 2023

Dear Oregon Wine Board Directors,

On behalf of the Oregon Pinot Camp Steering Committee, we are seeking special budget approval for the following:

- \$5,000 to cover the cost of attendance of both Oregon Pinot Camp 2023 (June 26-29, 2023) and the proceeding OWB Summer Tour for one Pennsylvania Liquor Control Board (PLCB) employee.

Josh Hull is the current supervisor of the Chairman's Program for the PLCB and has been with the liquor board in various capacities for at least seven years. The Chairman's Program in the last year alone, has made large buys from the following Oregon wineries:

Brittan Vineyards
Lachini Vineyards
Bryn Mawr Vineyards
Boedecker Cellars
Van Duzer Vineyards
Winderlea Vineyard and Winery
Tendril Wine Cellars
Resonance (Resonance Vineyard)
Lemelson Vineyards


Pennsylvania Liquor Control Board (PLCB) employees are prohibited from using any state dollars for professional education and travel. We believe that Mr. Hull is an excellent candidate to attend OPC and the Summer Tour. He has never been to Oregon and would benefit from greater exposure to the wineries of Oregon Pinot Camp and beyond.

The PLCB, coupled with the buying department currently led by John Wagner (an OPC alumni), is one of the top five states for Oregon wine sales. Thank you for your consideration of this special request.

Sincerely,

Morgen McLaughlin

Morgen McLaughlin
Executive Director, Willamette Valley Wineries Association



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BALANCE SHEET
FISCAL YEAR 2022-23
REPORTED AS OF OCTOBER 2022

OREGON WINE BOARD

	Jan-23	Prior Year End
ASSETS		
Current Assets		
Checking/Savings		
1000 · Umpqua Bank Checking	444,021	883,959
1050 · Umpqua Bank Money Market	548,994	548,962
1055 · Escrow		-
Total Checking/Savings	993,015	1,432,921
Total Accounts Receivable	220,628	1,053
Total Other Current Assets	-	68,638
Total Current Assets	1,213,642	1,502,611
Total Other Assets	-	28,426
TOTAL ASSETS	1,213,642	1,531,038
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Total Accounts Payable	15,092	130,601
Total Credit Cards	-	66,666
Other Current Liabilities		
2120 · Accrued PTO Balance	57,159	57,159
2101 · Payroll Liabilities	(32,753)	4,386
2200 · Deferred Revenue	55,956	55,956
Total Other Current Liabilities	80,362	117,501
Total Current Liabilities	95,454	314,768
Total Liabilities	95,454	314,768
Equity		
3000 · Opening Bal Equity	13,493	13,493
3900 · Retained Earnings	1,302,777	931,791
Net Income	(198,082)	270,986
Total Equity	1,118,188	1,216,270
TOTAL LIABILITIES & EQUITY	1,213,642	1,531,038

2022-23 Profit Loss Statement with Cost vs. Budget

OREGON WINE BOARD

REPORTED AS OF JAN 31, 2022

BUDGET REVISED AS OF DEC 2, 2022

Modified Accrual	Annual Approved Budget	Year to Date			Year End Forecast	Prior Year End
		Income & Expenses	Budget Earned	Budget Variance		
INCOME						
4100 · Grape Assessment (\$25/ton)	1,894,968	664,139	922,438	(258,298)	1,894,968	2,049,862
4200 · Wine Tax (2c/gal)	324,948	197,290	189,553	7,737	324,948	352,194
4300 · Program Revenue						
4310 · Symposium Revenue	353,967	139,960	176,984	(37,023)	284,346	101,051
4500 · Other Income	50	32	29	(37,026)	50	60
4600 · Grant Revenue	84,500	119,500	84,500	(35,000)	84,500	98,750
4690 - HB 5006 Funds (MARIS)	55,956	-	-	-	55,956	-
TOTAL INCOME	2,714,389	1,120,922	1,373,503	(359,611)	2,644,768	2,601,917
EXPENSE						
1R000 · Research.						
R100 · Vit & Enological Research	415,549	180,205	235,845	55,640	325,000	287,766
R800 · Research. Administration	12,000	3,091	5,917	2,826	10,000	7,707
R900 · Research.Employee Compensation	62,448	35,331	36,428	1,097	62,448	23,297
1R000 · Research.	489,997	218,627	278,189	59,563	397,448	318,769
2E000 · Education.						
E100 · Symposium	353,967	80,034	106,190	26,156	280,233	104,204
E200 · Education Projects	88,500	84,750	84,500	(250)	88,500	87,750
E300 · Trade Education	-	-	-	-	-	-
E800 · Education.Administration	10,000	6,711	6,667	(44)	8,000	6,232
E900 · Education.Employee Compensation	163,201	109,089	95,201	(13,889)	163,201	119,602
2E000 · Education	615,668	280,584	292,557	11,973	539,934	317,789
3M000 · Marketing & Communications						
B000 · Brand Equity & Identity	18,000	18,365	11,365	(7,000)	18,000	139,833
T000 · Tourism	218,000	9,598	9,598	0	208,000	40,549
X000 · Market Expansion	200,000	117,220	117,388	167	200,000	155,481
C000 · Communications	242,497	134,885	143,336	8,451	242,497	170,645
M800 · Marketing.Administration	38,000	3,089	7,583	4,494	38,000	3,312
M900 · Marketing.Employee Compensation	285,366	167,307	166,464	(844)	285,366	168,737
3M000 · Marketing & Communications	1,001,863	450,464	455,734	5,270	991,863	678,556
4K000 · Knowledge & Insights						
R200 · Industry Research	150,000	40,000	47,500	7,500	78,000	40,650
M300 · Marketing Research	22,500	500	500	-	22,500	4,150
K900 · Employee Compensation	29,661	23,700	17,302	(6,397)	29,661	23,297
4K000 · Knowledge & Insights	202,161	64,200	65,302	1,103	130,161	68,097
5L000 · Leadership & Partnership						
L100 -Regional Meetings	2,500	-	-	-	2,500	838
G301 · Grant Writing	-	-	-	-	-	-
G200 · Program Sponsorships/Contributions	30,000	24,021	24,500	-	35,000	2,905
G400 · Engagement Dashboard	-	-	-	-	-	-
G600 - Industry Relations	130,000	16,248	19,583	3,335	50,000	27,633
L800 - Leadership & Partnership Admin	6,000	816	3,500	2,684	3,000	300
L900 - Employee Compensation	111,807	53,641	65,221	11,579	111,807	23,297
5L000 · Leadership & Partnership	280,307	94,726	112,804	17,598	202,307	54,974
G100 · Board Administration	20,000	2,136	11,250	9,114	20,000	27,834
G300 · Consultants	-	-	-	-	-	8,500
G500 · Office Administration	38,000	23,470	21,583	(1,887)	63,000	40,696
G800 · Staff Administration	90,000	30,222	52,500	22,278	90,000	62,537
G900 · Employee Compensation.G&A	294,463	154,575	171,770	17,195	294,463	550,174
G901 · Employee Retirement Allocation	50,000	-	29,167	29,167	87,500	-
G999 · Accrued PTO Balances	100,000	63,280	100,000	36,720	65,000	-
6G000 · General & Admin	542,463	210,403	357,103	83,420	532,463	689,741
TOTAL EXPENSE	3,132,459	1,319,004	1,561,690	178,926	2,794,176	2,330,931
NET INCOME	(418,070)	(198,082)	(188,187)	(538,537)	(149,407)	270,986
Beginning Balance	1,302,777	1,302,777			1,302,777	931,791
Ending Balance	884,707	1,104,695			1,153,370	1,302,777
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	568,490	568,490			568,490	565,483
Surplus/Deficit After Reserve Goal	316,217	536,205			584,880	737,294
Total Compensation	1,134,428	621,938	661,750	39,812	1,171,928	1,014,661

Modified Accrual	2022-23 Approved Budget	2022-23 Year End Forecast	2023-24 Draft Budget	% Change Appvd Budget to Draft Budget	Notes
INCOME					
4100 · Grape Assessment (\$25/ton)	1,894,968	1,894,968	1,893,747	0%	Adjusted for updated 3yr average
4200 · Wine Tax (2c/gal)	324,948	324,948	335,261	3%	Adjusted for updated 3yr average
4300 · Program Revenue					
4305 · Marketing Participation Revenue	-	-	-	0%	
4306 · Consumer Ticket Sales	-	-	-	0%	
4315 · Workshop Revenue	-	-	-	0%	
4330 · Export Participation Revenue	-	-	-	0%	
4300 · Program Revenue	-	-	-	0%	
4310 · Symposium Revenue	353,967	284,346	350,000	0%	Break-even
4500 · Other Income					
4510 · Office Furniture Sales	-	-	-	0%	
4510 · Interest Revenue	50	50	50	0%	
4500 · Other Income	50	50	50	0%	
4600 · Grant Revenue					
4620 · Specialty Crop Block	84,500	84,500	-	0%	
4621 · Oregon Wine Brotherhood	-	-	-	0%	
4632 · Wine Country License Plate	-	-	-	0%	
4600 · Grant Revenue	84,500	84,500	-	0%	
4690 · HB 5006 Funds					
4691 - Technical Research	-	-	-	0%	
4692 - Education	-	-	-	0%	
4693 - Marketing	55,956	55,956	-	0%	
4694 - Biz Econ Research	-	-	-	0%	
4690 - HB 5006 Funds (MARIS)	55,956	55,956	-	0%	
TOTAL INCOME	2,714,389	2,644,768	2,579,057	-5%	
EXPENSE					
1R000 · Research.					
R100 · Vit & Enological Research					
R101 · Grants.	359,409	325,000	353,860	11%	
Special Grant Award - Smoke Research	56,140	-	56,140	12%	Carry-over from 2022-23
R103 · Online V&E Knowledge Center	-	-	-	0%	
R100 · Vit & Enological Research	415,549	325,000	410,000	11%	
R800 · Research. Administration					
R801 · Research.Committee Meetings	4,000	4,000	4,000	100%	
R804 · NWCSFR Contribution	3,000	3,000	3,000	0%	
R803 · Research.Mtg & Travel	5,000	3,000	5,000	67%	
R800 · Research. Administration	12,000	10,000	12,000	50%	
R900 · Research.Employee Compensation	62,448	62,448	59,007	0%	
1R000 · Research.	489,997	397,448	481,007	-2%	
2E000 · Education.					

Modified Accrual	2022-23 Approved Budget	2022-23 Year End Forecast	2023-24 Draft Budget	% Change Appvd Budget to Draft Budget	Notes
E100 · Symposium	353,967	280,233	350,000	-1%	
E200 · Education Projects					
E201 · Misc Workshops	1,000	1,000	1,000	0%	
E202 · DTC/Sales Workshops	-	-	5,000	100%	
E203 · Profit Calculator License	3,000	3,000	3,000	0%	
E205 · Comm Benchmark (SCBG)	84,500	84,500	-	-100%	
E200 · Education Projects	88,500	88,500	9,000	-90%	
E800 · Education.Administration					
E801 · Education.Committee Meetings	2,000	-	2,000	0%	
E802 · Education.Collateral & Mtls	-	-	-	0%	
E803 · Education.Employee Development	-	-	-	0%	
E804 · Education.Mtg & Travel Expense	8,000	8,000	10,000	25%	
E800 · Education.Administration	10,000	8,000	12,000	20%	
E900 · Education.Employee Compensation	163,201	163,201	152,355	-7%	
2E000 · Education.	615,668	539,934	523,355	-15%	
3M000 · Marketing & Communications					
B000 · Brand Equity & Identity					
B100 · Agency Fees	-	-	-	0%	
B101 · Consumer Website Concept/Design/Maint	-	-	-	0%	
B102 · Regional Workshops for Brand Developme	-	-	-	0%	
B103 · Regional Expression of Brand Work	3,000	-	-	-100%	
B104 · OWM Replacement Campaign	-	-	-	0%	
B105 · Consumer Marketing Campaign	-	-	-	0%	
B106 · Social Media Contractor	20,000	20,000	20,000	0%	Oregon statewide digital promotion
B107 · Ad/Search Spend	15,000	15,000	15,000	0%	Oregon statewide digital promotion
B000 · Brand Equity & Identity	35,000	35,000	35,000	0%	
T000 · Tourism	228,000	208,000	180,000	-21%	
X000 · Market Expansion	208,000	200,000	207,000	0%	
C000 · Communications	242,497	241,497	233,408	-4%	
M800 · Marketing.Administration					
M801 · Marketing.Committee Meetings	5,000	5,000	5,000	0%	
M802 · Marketing.Collateral & Mtls	25,000	25,000	15,000	-40%	
M803 · Marketing Employee Development	-	-	-	0%	
M804 · Marketing.Mtg & Travel	8,000	8,000	8,000	0%	
M800 · Marketing.Administration	38,000	38,000	28,000	-26%	
M900 · Marketing.Employee Compensation	285,366	285,366	250,565	-12%	
3M000 · Marketing & Communications	1,019,863	1,007,863	933,974	-8%	
4K000 · Knowledge & Insights					
R200 · Industry Research					
R201 · Vineyard & Winery Survey	95,000	78,000	77,265	-19%	2022 Vineyard and Winery Report
R202 · Economic Impact Study	35,000	-	30,000	-14%	To complete 2022 Economic Impact Study
R203 · Other Studies	20,000	-	20,000	100%	Potential consumer study
R200 · Industry Research	150,000	78,000	127,265	-15%	
M300 · Market Research					

Modified Accrual	2022-23 Approved Budget	2022-23 Year End Forecast	2023-24 Draft Budget	% Change Appvd Budget to Draft Budget	Notes
M301 · Market Research	15,000	15,000	20,000	33%	
M302 · Nielsen Data	7,500	7,500	7,500	0%	
M300 · Marketing Research	22,500	22,500	27,500	22%	
K900 - Employee Compensation	29,661	29,661	36,038	22%	
4K000 · Knowledge & Insights	202,161	130,161	190,803	-6%	
5L000 · Leadership & Partnership					
L100 -Regional Meetings	2,500	2,500	2,500	0%	
G301 · Grant Writing	-	-			
G200 · Program Sponsorships/Contributions					
G201 · Value Network Analysis	20,000	25,000	-	-100%	
G201 · Misc Contributions	10,000	10,000	15,000	50%	Board approved non-profit association requests
G200 · Program Sponsorships/Contributions	30,000	35,000	15,000	-50%	
G400 · Engagement Dashboard	-				
G600 · Industry Relations					
G601 - Subscriptions	25,000	25,000	25,000	0%	Wordpress, Mailchimp, Expensify, etc.
G602 - Administration/Annual Report	5,000	5,000	5,000	0%	Graphic design and production
G603 - Strategic Planning	100,000	20,000	50,000	-50%	
G600 - Industry Relations	130,000	50,000	80,000	-38%	
L800 - Leadership & Partnership Administration					
L804 - Partnership Mtg & Travel	6,000	3,000	6,000	0%	
L800 - Leadership & Partnership Administration	6,000	3,000	6,000	0%	
L900 - Employee Compensation	111,807	111,807	102,073	-9%	
5L000 · Leadership & Partnership	280,307	202,307	205,573	-27%	
6G000 · General & Admin					
G100 · Board Administration					
G101 · Meetings.Board	10,000	5,000	5,000	-50%	
G102 · Travel Expense.Board	10,000	5,000	5,000	-50%	
G103 · Board Director Comp	10,000	10,000	10,000	0%	
G100 · Board Administration	30,000	20,000	20,000	-33%	
G300 · Consultants					
G302 - Financial Review	-	-	10,000	100%	2021-23 Biennium Requirement
G300 · Consultants	-	-	10,000	100%	
G500 · Office Administration					
G501 · Rent	1,000	1,000	35,000	3400%	Potential office space lease at midyear
G502 · Equipment/Furniture/Maintenance	15,000	40,000	25,000	67%	Includes state mandated software fees
G503 · Postage/Supplies/Fees	16,000	16,000	16,000	0%	
G504 · Telephone/Internet Fees	6,000	6,000	6,000	0%	
G500 · Office Administration	38,000	63,000	82,000	116%	
G800 · Staff Administration					
G802 · Employee Development.G&A	10,000	10,000	10,000	0%	
G803 · Mtg &Travel.G&A	40,000	40,000	38,000	-5%	
G804 · Temp & Contract Support	20,000	20,000	20,000	0%	
G805 · Legal Fees	20,000	20,000	10,000	-50%	
G800 · Staff Administration	90,000	90,000	78,000	-13%	

Modified Accrual	2022-23 Approved Budget	2022-23 Year End Forecast	2023-24 Draft Budget	% Change Appvd Budget to Draft Budget	Notes
G900 · Employee Compensation.G&A	294,463	294,463	385,476	31%	
G901 · Employee Retirement Allocation	50,000	50,000	30,000	-40%	
G999 · Accrued PTO Balances	100,000	65,000	30,000	-70%	
6G000 · General & Admin	552,463	582,463	635,476	15%	
TOTAL EXPENSE	3,160,459	2,860,176	2,970,187	-6%	
NET INCOME	(446,070)	(215,408)	(391,130)	-12%	
Beginning Balance	1,302,777	1,302,777	1,087,369	-17%	
Ending Balance	896,861	1,087,369	696,239	-22%	
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	568,490	568,490	568,124	0%	
Surplus/Deficit After Reserve Goal	328,371	518,879	128,115	-61%	
Total Compensation	1,134,428	1,134,428	1,155,907	2%	

OTHER UPDATES

- Education Committee
- Insights & Industry Relations
- Communications



MARCH 2023 BOARD PACKET

Education update

Prepared by: Bree Stock

Oregon Wine Symposium 2023 update

Strategic objectives

Advance collective intelligence in support of growing, making, and selling quality wines

Harness statewide strength to unite and empower the Oregon wine industry

Define, protect, and promote the reputation of Oregon wine globally

Overview

- The Oregon Wine Symposium for 2023
- Return to in-person Symposium Feb 14 & 15
- 3 Tracks – Viticulture, Enology and Sales & Marketing (18 seminars in total)
- 3 General sessions featuring relevant state of the industry speakers
- 4 Research presentation updates of OWB funded research
- Return of DTC & Tasting room managers roundtable discussion
- Industry Awards presentation at lunch
- Sponsorship opportunity expansion

Status

- Completed
- We had a total of 1287 people register for tickets in 2023.

Ticket Type	Price	Sold	Revenue
Early Bird - Full Access Admission	\$240.00	502	\$97,880.40
Full Access Admission (General)	\$300.00	305	\$52,380.00
Group Admission	\$225.00	122	\$27,450.00
Tradeshow Only	\$30.00	241	\$7,230.00
Spanish Session (February 14 ONLY)	\$65.00	18	\$1,170.00
Spanish Session (February 15 ONLY)	\$65.00	5	\$325.00
Spanish Session (BOTH February 14 & February 15)	\$130.00	14	\$1,820.00
Student & Faculty Member	\$120.00	67	\$3,000.00
One Day	\$250.00		
Canceled tickets		13	\$730
	TOTALS:	1287	\$191,985.40



SEMINARS

- **Feb 14, Day1:**

- 9am: General Session: Climatology with Dr. Greg Jones and OWB Marketing Update
- 11am – 12.30pm:
- Viticulture – How Seasonal Variation Impacts Pests & Disease in the Vineyard – Dr. Vaughn Walton, Dr. Walt Mahafee, Josh Vlach ODA
- Enology – Sparkling Wine Education: What you need to know – Joe Dobbles, Brianne Day, Kate Payne-Brown, Bollinger researchers (zoom from Champagne)
- Sales & Marketing: The Future of Wine – Paul Mabray, Justin Noland, Ikimi Dubosse
- Lunch: with Awards presentations
- 2.45pm-3.45pm:
- Viticulture – Adapting to New Regulations while Optimizing Labor Relations -Miguel Lopez, Madeleine Rowan-Davis, David Nemarnik
- Enology – Brettanomyces Research and Cellar Control – James Osborne, Chris Curtin, Karl Weichold
- State of the Industry DTC – Part One: Lesley Berglund, Chris Huyghe
- 4-5pm:
- Viticulture – Impacts and learning from the 2022 Frost event – Dr. Patty Skinkis
- Enology – Small Winery Solution <5000 cases – Ben Casteel, Graham Merkel, Chris Bertsche, Chris Graves, Tim Hanni
- Sales & Marketing – State of Oregon DTC Community – Part Two: Winery Performance & Priorities – Lesley Berglund and John Kelleher

- **Feb 15, Day 2:**

- 9am: General Session – State of the Industry – Danny Brager, Dale Stratton, Lesley Berglund
- 10-11am: DTC & Tasting Room Manager Roundtable – 80 attendees with TR captains
- 11am 12.30pm:
- Viticulture: Alternate Trellis Systems for a Changing Environment – Brooke Delmoas Robertson, Dr. Manfred Krankl, Bryan Berenguer and recorded content from OR viticulture experts
- Enology – Smoke Affected Wine – Nichole Schulte, Sarah Cabot, Elizabeth Tomasino, Eric Herve
- Sales & Marketing: Wine Fulfilment Compliance – Jeff Giametta, Jackie Crawford, Alex Krossl
- Lunch: OWA
- 3-4pm:
- Viticulture – Soil and Plant Tissue Analyses: What you need to know – Dr. Alec Levin, Andy Gallager, Paul Schreiner
- Enology – Understanding Wine Acid Chemistry – Ron Runnebaum
- Sales & Marketing – Attracting and Retaining Staff & the Oregon Labor Survey – Dr. Jeff Peterson, Scott Shull



- 4-5pm:
 - Viticulture – OWB Funded Research Presentations
 - Enology - Working with your vineyard manager – Leti Catoira, Isabelle Meunier, Eric Kramer,
 - Oregon Wine Month – What's to Come – Danny Brager, Vanessa Haddik
-
- Dates have been set for the 2024 Oregon Wine Symposium for 13 & 14 February 2024, contracts and deposit negotiation are with the DOJ and OWA team.

Oregon Wine Month

Strategic objectives

Market expansion and promotion of Oregon wine to trade

Define, protect, and promote the reputation of Oregon wine globally

Engage with trade influencers and importers to increase availability of Oregon wine

Overview: Share and Register for webinars:

International:

Earth Day with WSET webinar

London Trade tasting with WSET April 27

2023 Webinars:

- Webinar #1: Sparkling Oregon – April 17, 11 a.m. PST | [Register](#)
- Webinar #2: Regional Whites – April 24, 11 a.m. PST | [Register](#)
- Webinar #3: Regional Reds – May 15, 11 a.m. PST | [Register](#)
- Webinar #4: Understanding the Soils & Climate May 22, 11 a.m. PST | [Register](#)

Status

- Translated content to be developed.
- Wine selections to be made and shipped.
- In development and assessing grant application opportunities to update AVA maps?

Next steps and timing

- Content development of OWM masterclasses with regional input

Specialty Crop Block Grant: OWB partners with Community Benchmark and WISE Academy

Strategic objectives

Advance collective intelligence in support of growing, making, and selling quality wines

Harness statewide strength to unite and empower the Oregon wine industry

Overview

Two-year program delivering a statewide benchmarking dashboard for producers and regional associations with expert DTC consultations and regional townhall quarterly. The integration of this



technology coupled with coaching from WISE Academy and Community Benchmark will ensure producers expand DTC sales and develop successful DTC programs.

Status

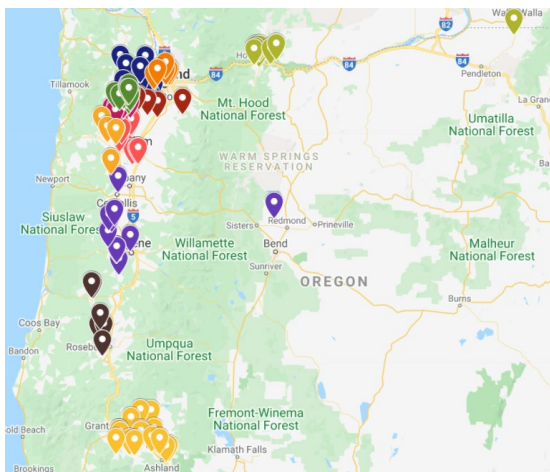
[Community Benchmark Grant Toolkit](#) posted to OWB industry website 12 November

[WISE Academy Metrics Activation Workshop January 24, 2022](#)

WISE Academy presented on Feb 13 prior to symposium a tasting room manager trends class

Producers can still sign up for Community Benchmark programming.

Community Benchmark presentation at symposium surveying the Oregon DTC community growth



Next steps and timing

- Community Benchmark & WISE Academy presenting data collected from Q1 2023 and visit to the regions in Oregon Wine Month Trade Education Webinars & Certification Development Update

FEBRUARY 2023 BOARD PACKET

Insights & Industry relations update

Prepared by: Celine FAUVEAU SCHAFF

Industry Partnership Committee update

The charter attached was first drafted based on the [Research Committee charter](#). Two opportunities for editing were provided to Industry Association.

The first IPC meeting is scheduled for March 9. Some agenda items have been suggested.

- IPC Yearly calendar and main agenda topics
- Calendar of Surveys (OWB, Industry, and associations surveys)
- Winery & Vineyard Survey input

Winery and Vineyard Survey

We expect to get (hopefully by March 9) nested AVA reports with the 2021 data for Ribbon Ridge, Yamhill-Carlton, and Applegate Valley. This has required re-working the database to tag data, a student was hired for the task. We hope that these reports will motivate AVA associations to support fielding the upcoming survey.

We are in the preliminary phase of the 2022 data collection for the 2023 edition of the Winery & Vineyard survey. In addition to being able to provide nested AVA reports this year we are evaluating the possibility to obtain additional data

- New Vineyard plantations
- Sparkling wines production
- Sustainably certified vineyard acreage
- Tonnage of fruit crushed out of state (this data will support the Economic Impact study)

Viticulture & Enology Research

The Request for application closed on January 31.

We have received 21 requests of which:

- 14 new requests (7 in Viticulture and 7 in Enology)
- 4 continuing projects (2 in viticulture and 2 in Enology).
- 3 projects were not researched and were disqualified.

Next steps and timing

- Feb.16 in-person Reviewers training at Symposium
- Feb. 17 - Projects randomly assigned to reviewers from the research committee.
- Feb. 21 - Zoom version reviewers training.
- March 13 - Research proposal reviews due into UGM
- March 22 – Lead reviewer packets compiled OWB staff sent to lead reviewers
- March 27 - Lead reviewer summaries completed and sent back.
- March 31 - Review summaries and scoring sheet compiled by lead reviewers.
- April 6 - Research Committee meeting for Spring funding

Media update

Prepared by: Linea Gagliano

We sent out the press release about our astounding award winners at the Oregon Wine Symposium [here](#).

Dr. Greg Jones appeared on [KOIN News](#) to talk about how climate change may affect the wine industry. This was a result of OWB outreach to local media regarding the Oregon Wine Symposium.

We are working with James Sucking's team on a comprehensive wine tasting in Dundee March 12-19. We are storing the wine in a temperature controlled environment and shipping to the Dundee Hotel with a specific room designated for temperature control. Linea will be on hand for the entire tasting.