



MARCH 3, 2022

Board meeting minutes **DRAFT**

[Recording link](#)

ATTENDEES

Board

Justin King, Bob Morus, Donna Morris, Dennis O'Donoghue, Eugenia Keegan, Jason Tosch, Tiquette Bramlett, Cristina Gonzales, Greg Jones

Staff

Tom Danowski, Marie Chambers, David DeWitt, Neil Ferguson, Stacey Kohler, Sarah Murdoch, Bree Stock

Guest

Brandy Sweet (Oregon Wine Council)

MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 9:05 a.m.

MATTERS FOR DECISION

Review of meeting minutes

- The Board reviewed the minutes from the December 1 & 2, 2021 meeting.
 - MOTION:** D. O'Donoghue moved that the December 1 & 2, 2021 meeting minutes be approved as submitted. E. Keegan seconded. The motion carried 6-0. (T. Bramlett, C. Gonzales, and G. Jones abstained since they were not yet voting members of the Board in 2021).

Finance Committee

- D. O'Donoghue and M. Chambers presented and discussed the 2021-22 financials through January 2022.
 - The February OLCC transfer of the 2021 harvest tonnage tax payment came through higher than anticipated.
 - The OWB is on track forecasting income and expenses.
 - Financials will be brought to the Board at the June 2022 meeting and again in August with any adjustments needed after the close of the 2021-2022 budget year.

MOTION: D. O'Donoghue moved that the 2021-22 Balance Sheet and P&L Report through January 2022 be accepted as submitted. D. Morris seconded. The motion carried 9-0.

- D. O'Donoghue and M. Chambers presented the 2022-23 DRAFT Budget.
 - D. O'Donoghue reviewed the industry association meetings and feedback received from the OWB meetings held to invite public comments and input on the 2022-23 DRAFT budget.
 - He reiterated the importance of bringing in regional associations earlier in the budgeting process and suggested this be a topic during the newly formed quarterly regional meetings.
 - He highlighted the budget priorities, budgeting influences and considerations.
 - A "wish list" of items that were not budgeted was also presented. One of the items was an employee retirement contribution matching program.
 - D. O'Donoghue expressed interest from the Executive Committee in having the OWB staff go through a Value Network Analysis.
 - The Board agreed to amend the DRAFT budget and add \$50K for a potential employee retirement contribution matching program. The Finance Committee will review the program details and discuss what level of match, if any, is recommended for 2022-23 as well as an effective date. The amended DRAFT budget will be submitted to Business Oregon as required by April 1, 2022.

MOTION: D. O'Donoghue moved that the 2022-23 DRAFT budget be approved as submitted as showing \$2,213,234 in income and \$2,378,944 in expenses plus an additional \$50,000 to fund a new employee retirement contribution policy, bringing the total approved expenses to \$2,428,944. The executive committee was tasked with determining the details of the new retirement contribution plan and bringing a proposed policy to the board for review and approval at the June board meeting. E. Keegan seconded. The motion carried 9-0.

Election of Committee Leadership

MOTION: J. Tosch moved to approve Greg Jones as Vice Chair of the V & E Research Steering Committee. J. King seconded. The motion carried 9-0.

MATTERS FOR DISCUSSION

Education update

- B. Stock presented the 2022 OWS Survey Recap.
 - The total number of registered attendees was approximately 897.
 - The results are from the post-event survey reflected input from approximately 197 respondents.
 - Overall, registrations were lower than last year. A factor that might contribute to the lower numbers may be related to virtual event fatigue.

OWS 2023+ Envisioning Committee

- The OWS 2023+ Visioning Committee was commissioned by the Oregon Wine Board in an advisory capacity to evaluate and recommend options for Board consideration in design and planning of future Symposia.
 - After the conclusion of the third committee meeting, the key take-aways are:
 - The committee members all agreed and voiced support and value for in-person gatherings as important to Oregon wine industry cohesion and networking.
 - The over-arching requests that came from a consensus of the committee was for the OWB to deliver some level of in-person and on-line industry education and, at minimum, to break even financially.

- The traditional format of the in-person OWS pre-Covid was a successful event in the eyes of many committee members. The need for live stream/on-line access was also deemed successful and an essential component for the event going forward.
- The committee's recommendation to the OWB is to deliver industry education across V & E, and sales/marketing in a place that brings together all stakeholders and also provide live-stream, or some form of online access for those who don't participate in person.
- B. Stock stressed the importance of getting direction from the Board on how it wants to design and budget an in-person vs. hybrid/virtual event in 2023 since planning will begin in mid-April.
- The Board discussed the OWS 2023 proposal from the OWA dated Mar. 3.
 - The Board agreed that it needed more time to review the proposal.
 - The Executive Committee will meet to discuss the proposal and develop a framework on how best the OWB proceed.
 - The full Board will meet before the end of March to discuss what the Executive Committee has recommended.

Communications Update

- S. Murdoch gave an update to the Board on planned media tours in 2022:
 - April 10-15, Cross Border AVA Tour with Washington St. Wine Commission
 - Summer Tour after IPNC
 - August 15-20, Oregon Wine Experience
 - November 10-14, Tour with Zephyr Adventures

Research Committee Update

- N. Ferguson and Research Committee Chair, J. Tosch gave an update on the 2022-23 OWB Research proposal review process.
 - Total budget: \$375,000 with \$50,000 of that set aside for approved projects and another \$25,000 held in reserve for potential contributions to:
 - NWCSFR's annual operating budget
 - Offset costs for 1-2 industry members to travel to Wash., D.C. this year in support of federal research funding
 - And potential support development of a successor technical platform replacing the UGMVE system.
 - 22 proposals for 2022-23 (including continuing projects)
 - 55 Committee Members/Reviewers
 - A more detailed discussion of the slate of proposed projects for next year will take place at the April 21 Board meeting.

OWB response to OWC's December 15, 2021, letter

ACTION: With the full Board's consensus, OWB will send the letter to OWC as soon as possible.

MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 11:37 a.m.



OREGON WINE SYMPOSIUM 2023 VISIONING COMMITTEE MEETINGS RECAP

Oregon Wine Board (OWB) Directors, Donna Morris and Eugenia Keegan, recruited an Ad Hoc committee to specifically address “The OWS2023+ Visioning Committee has been commissioned by the Oregon Wine Board in an advisory capacity to evaluate and recommend options for Board consideration in design and planning of future Symposia.”

The group recruited featured OWB directors, education committee members, current and former OWB board directors, industry leaders and Oregon Winegrowers Assoc. (OWA) and Oregon Wine Council (OWC) board directors and association members.

The group convened three times throughout December 2021 and January 2022 to discuss the historical format of the symposium, the 2021 virtual symposium and the future 2023 symposium. By the end of the third meeting the consensus of the committee deemed a recommendation to the OWB board directors could be made for the future symposia.

Comparative assessments of the 2020 in-person Oregon Wine Symposium (OWS) and 2021 Virtual OWS focusing on the financials, survey satisfaction and registered attendees. The key take aways were

- The in-person OWS were only financially profitable for the Trade Show partner, OWA.
- Both the in-person and virtual education series received the highest level of satisfaction by industry attendees.
- The trade show was not identified as important in attendee surveys and the committee agreed it was not a core element of education or of an industry gathering.
- The industry role demographic of registered industry attendees was balanced between the three areas of educational focus at OWS (owners/GMs, Vit/Eno, Sales/Marketing).

Committee Comments

- The committee agreed that industry-wide educational seminars drive industry attendance to OWS.
- The committee members all agreed and voiced support and value for in-person gathering as important to Oregon wine industry culture and networking.

The over-arching requests that came from a consensus of the committee was for the OWB to deliver in-person industry education and, at minimum, to break even financially.

The traditional format of the in-person OWS pre-Covid was a successful event in the eyes of many committee members.

The committee’s recommendation to the OWB is to deliver industry education across vit/eno and sales/marketing in a place that brings together all stakeholders while providing supplemental online content for those who don’t participate in person”.



Bree Stock MW (she / her)

Director of Education

Master of Wine

Dip. WSET, Certified WSET Educator

m: 971.901.1403

oregonwine.org | [Industry website](#) | [Resource Studio](#)

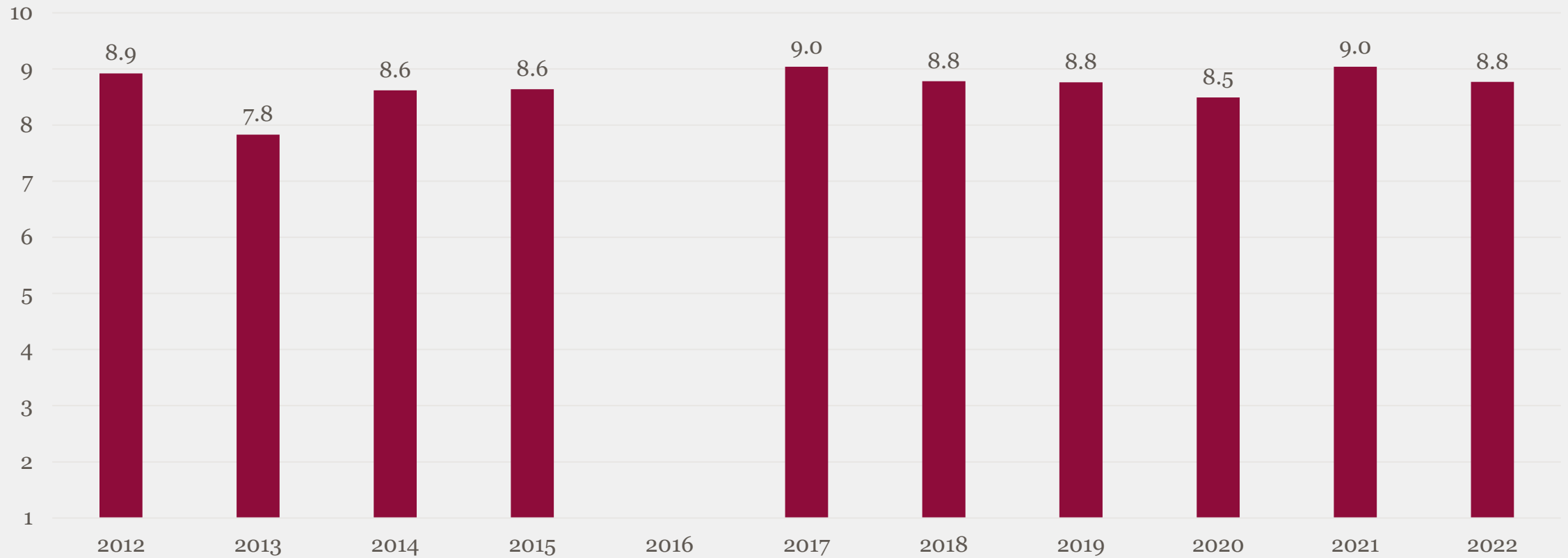
Oregon Wine Symposium 2022.

Survey Responses & Considerations for 2023 OWS

or.

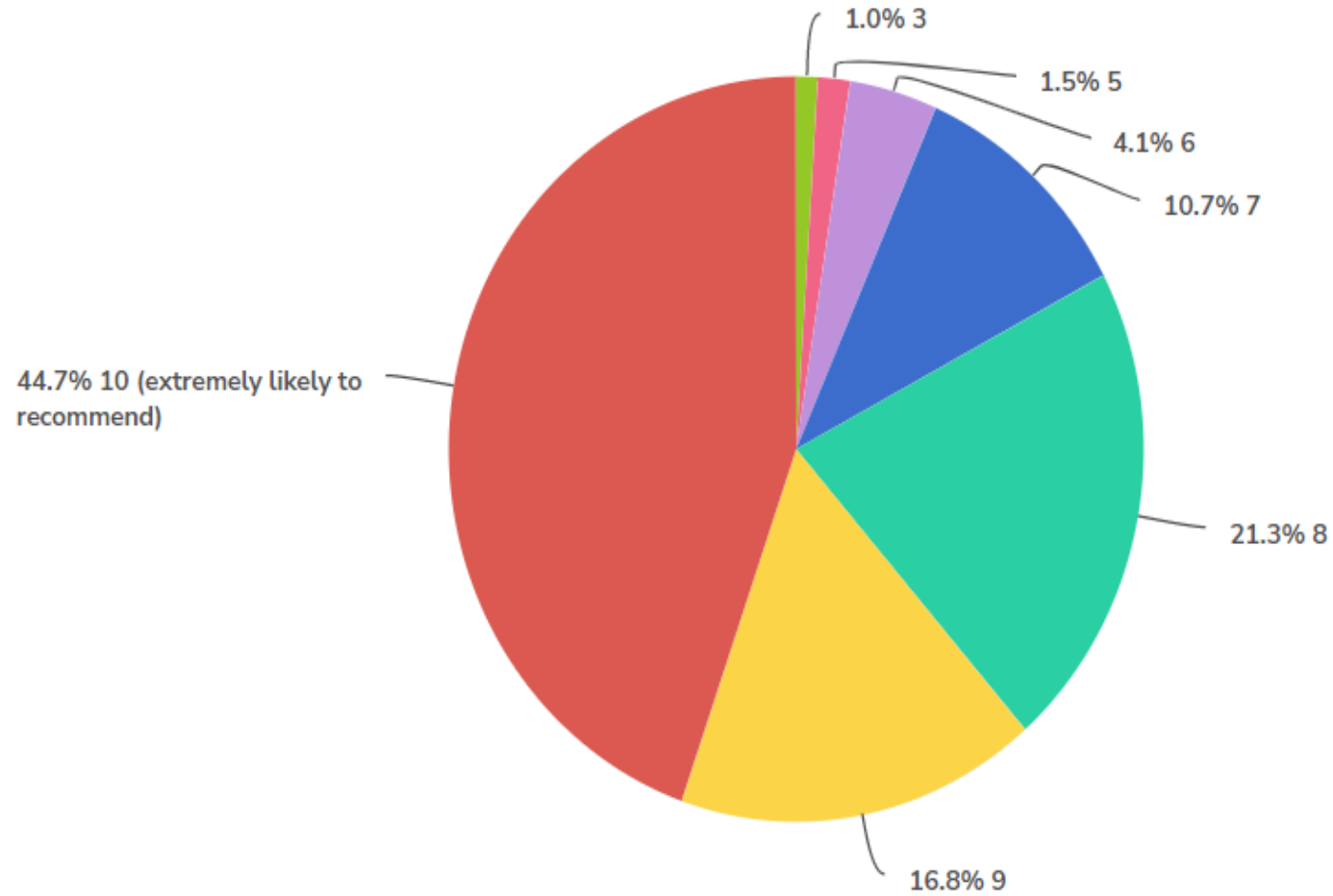
OVERALL RATING AVERAGE RATING

On a scale of 1-10, with 1 being the least likely and 10 being the most likely, how likely are you to recommend this event to a colleague or someone else in the industry?



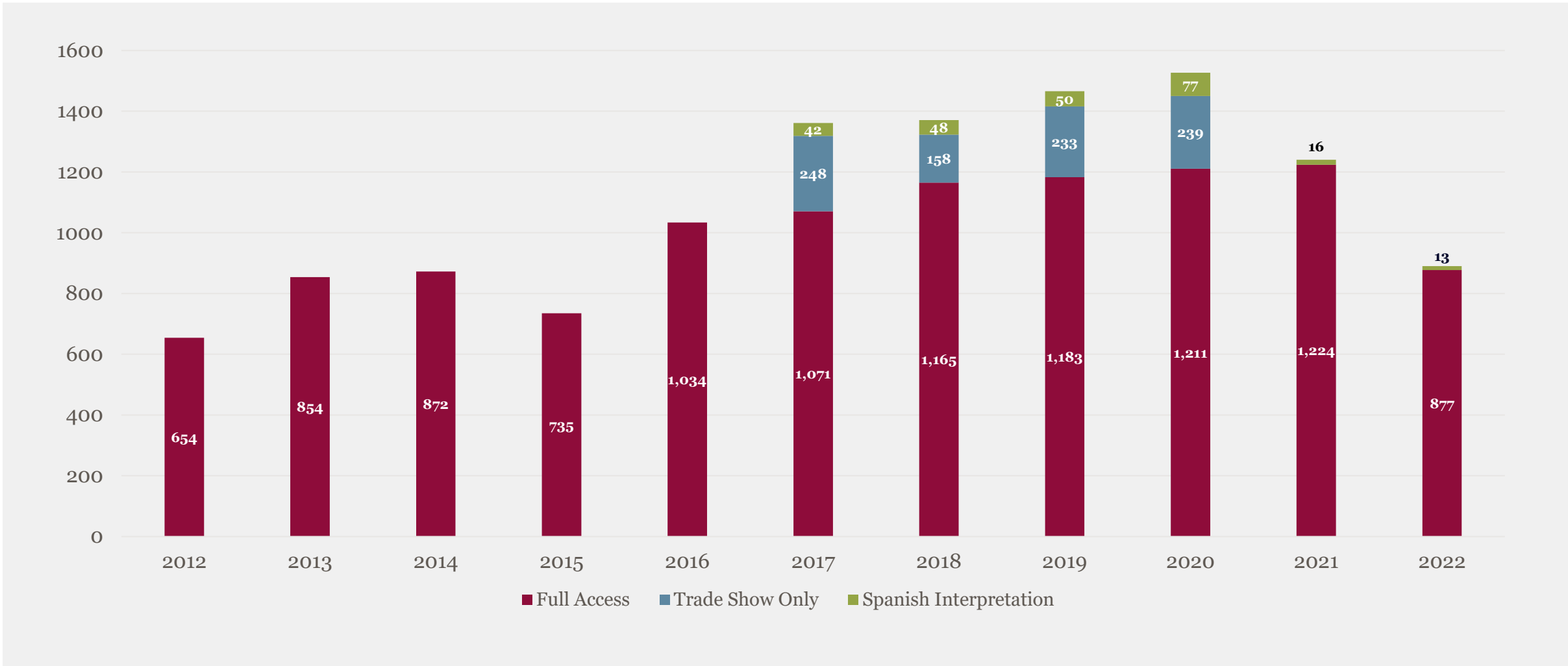
Recommend OWS22 to colleagues?

10. On a scale of 1-10, with 1 being the least likely and 10 being the most likely, how likely are you to recommend the Oregon Wine Symposium to a colleague or someone else in the industry?



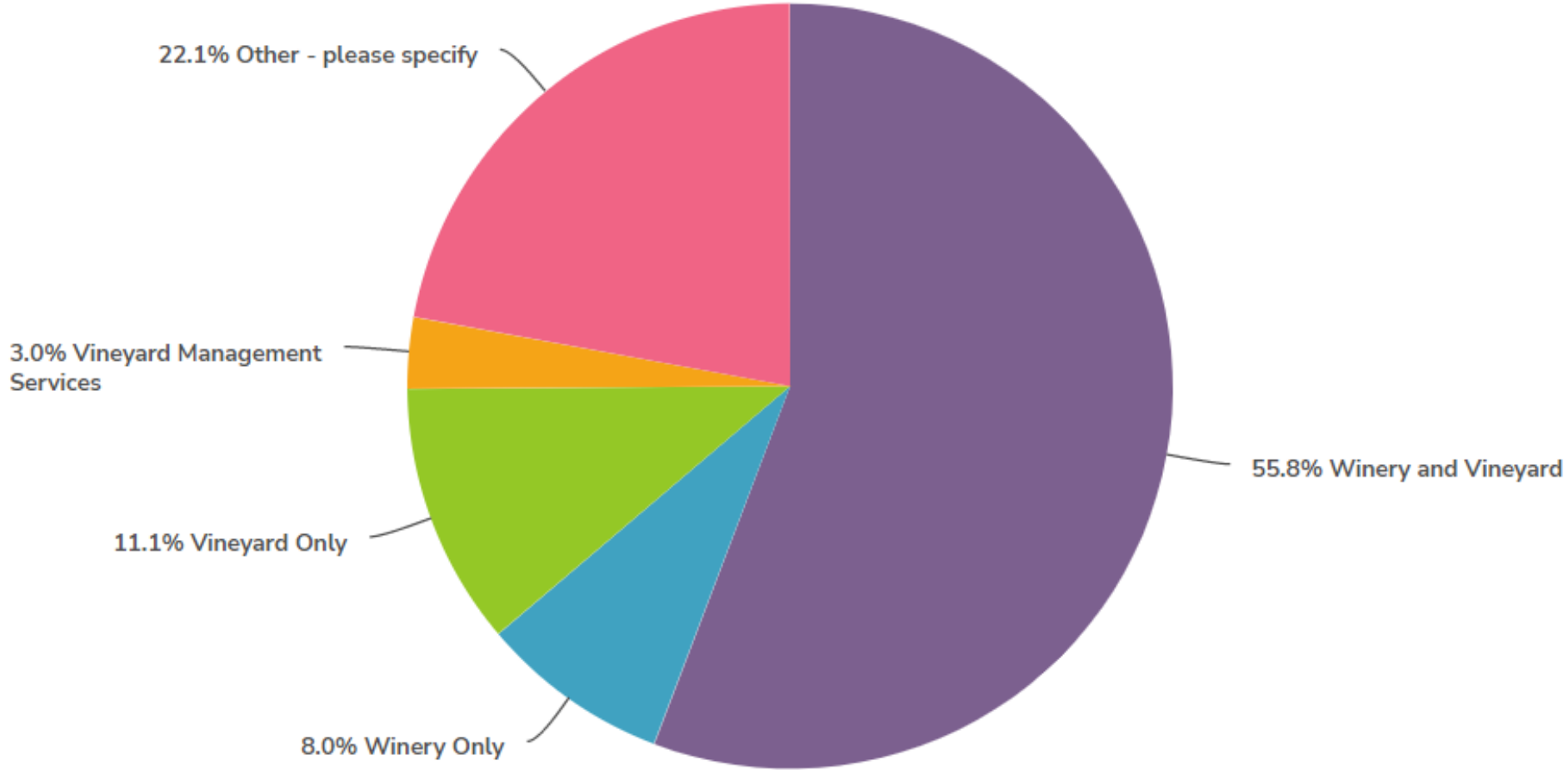
or.

REGISTRATIONS BY YEAR



Attendee Demographics: Company

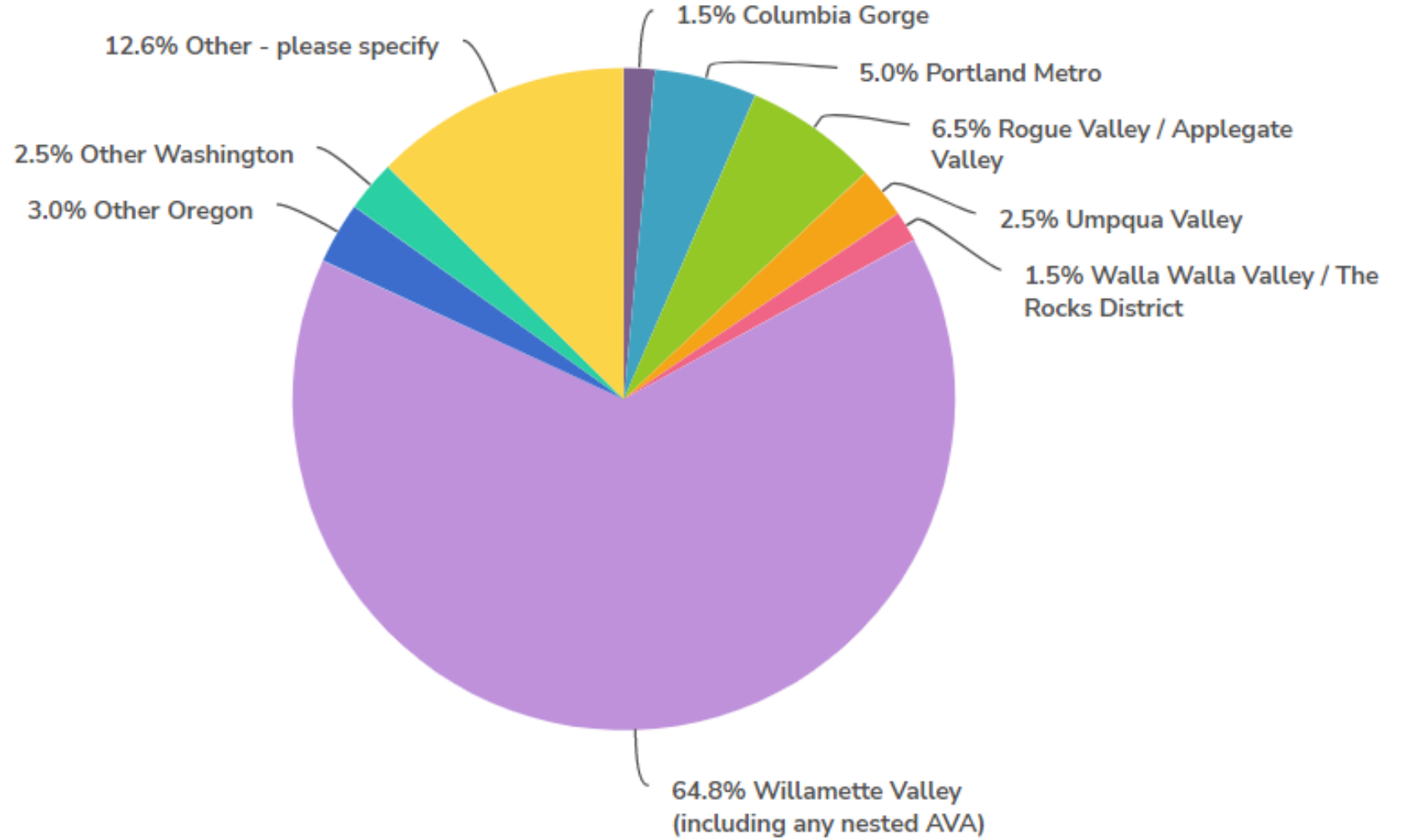
1. Which category best describes your company?



or.

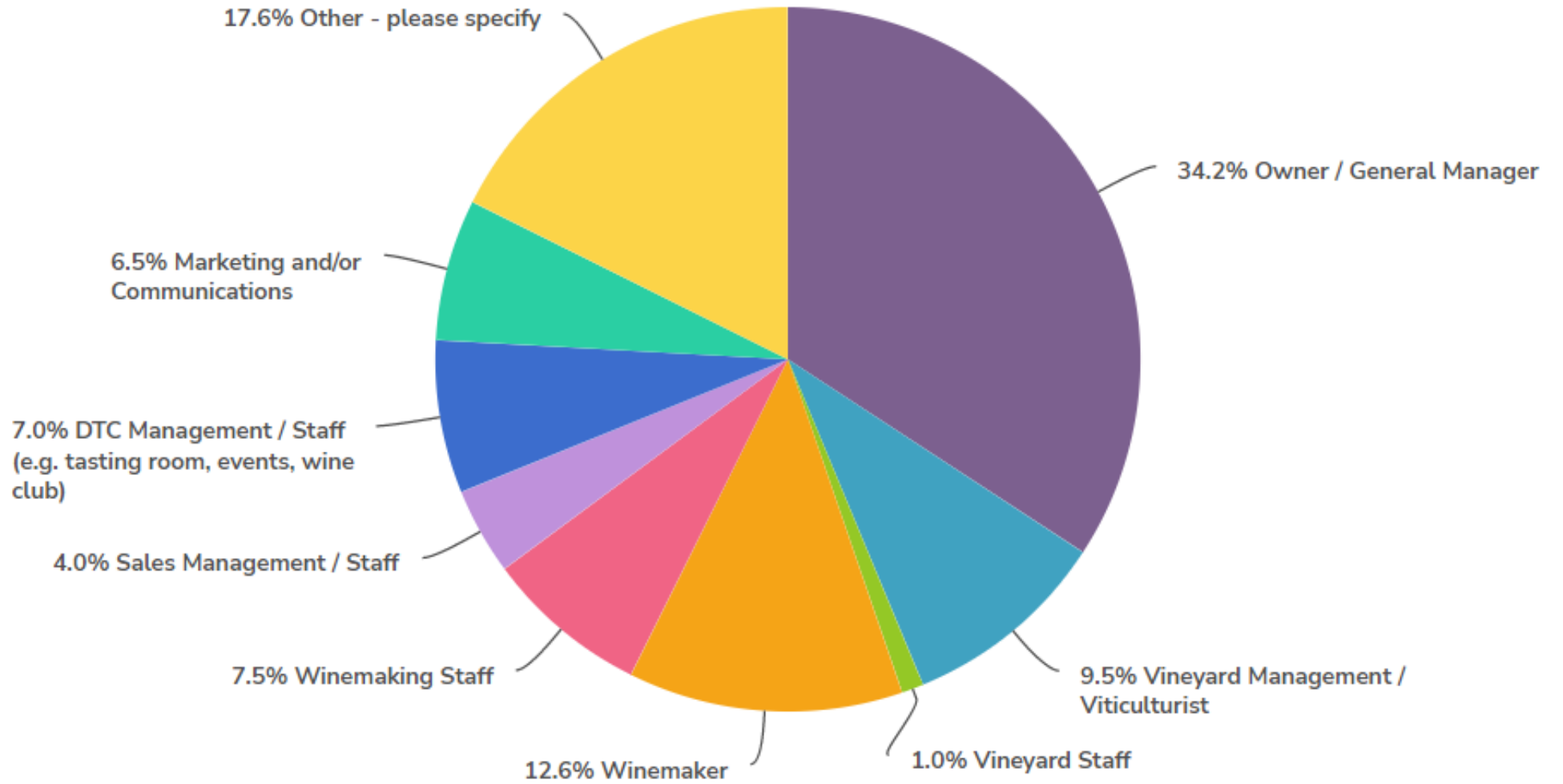
Regional Attendee Demographics

In what region is your business located?



Demographics by role

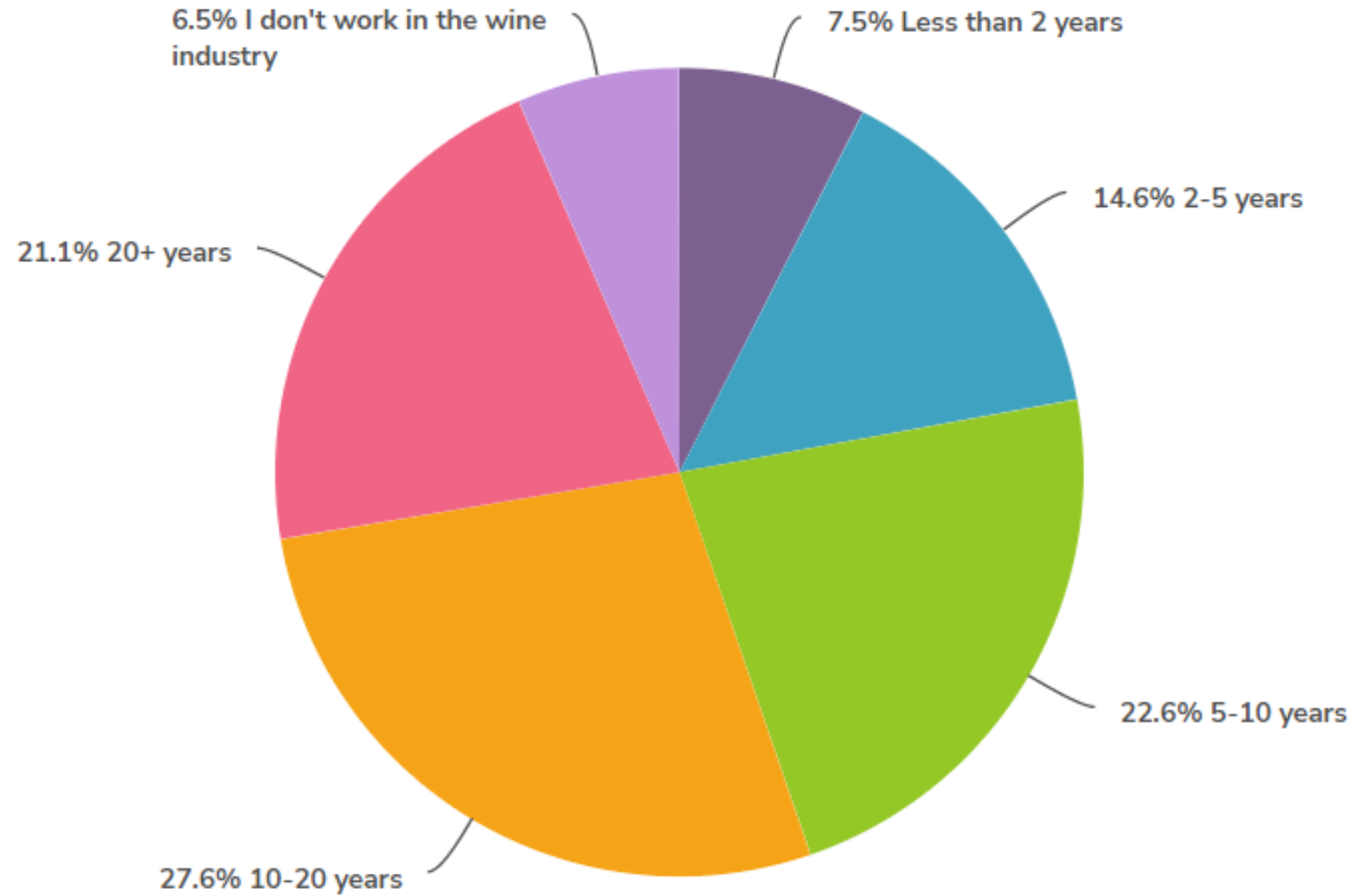
What is your primary role at your business?



or.

Time in industry

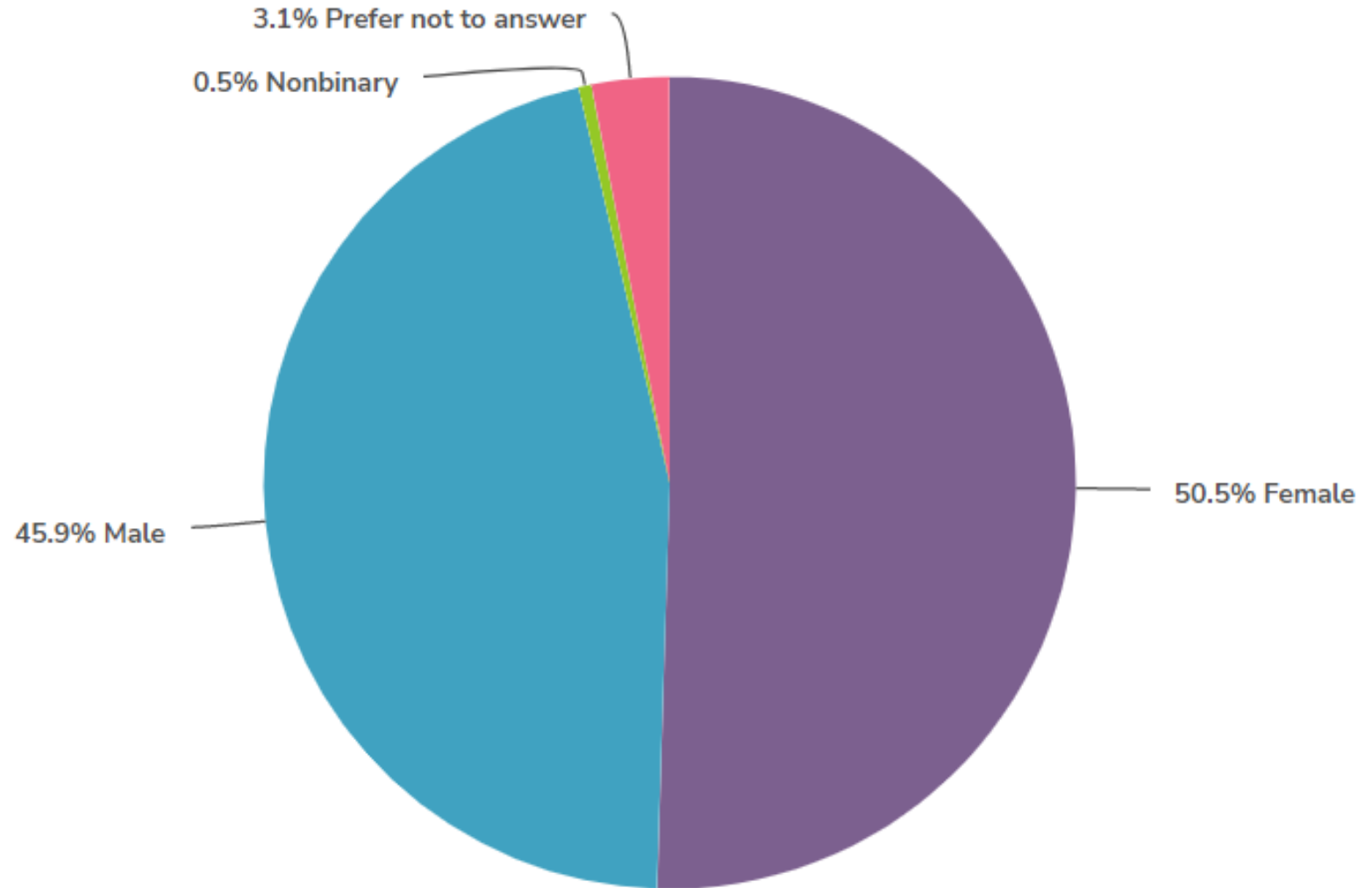
For how long have you worked in the wine industry?



or.

Gender identity demographics of attendees

What is your gender?



or.

Ratings for OWS22

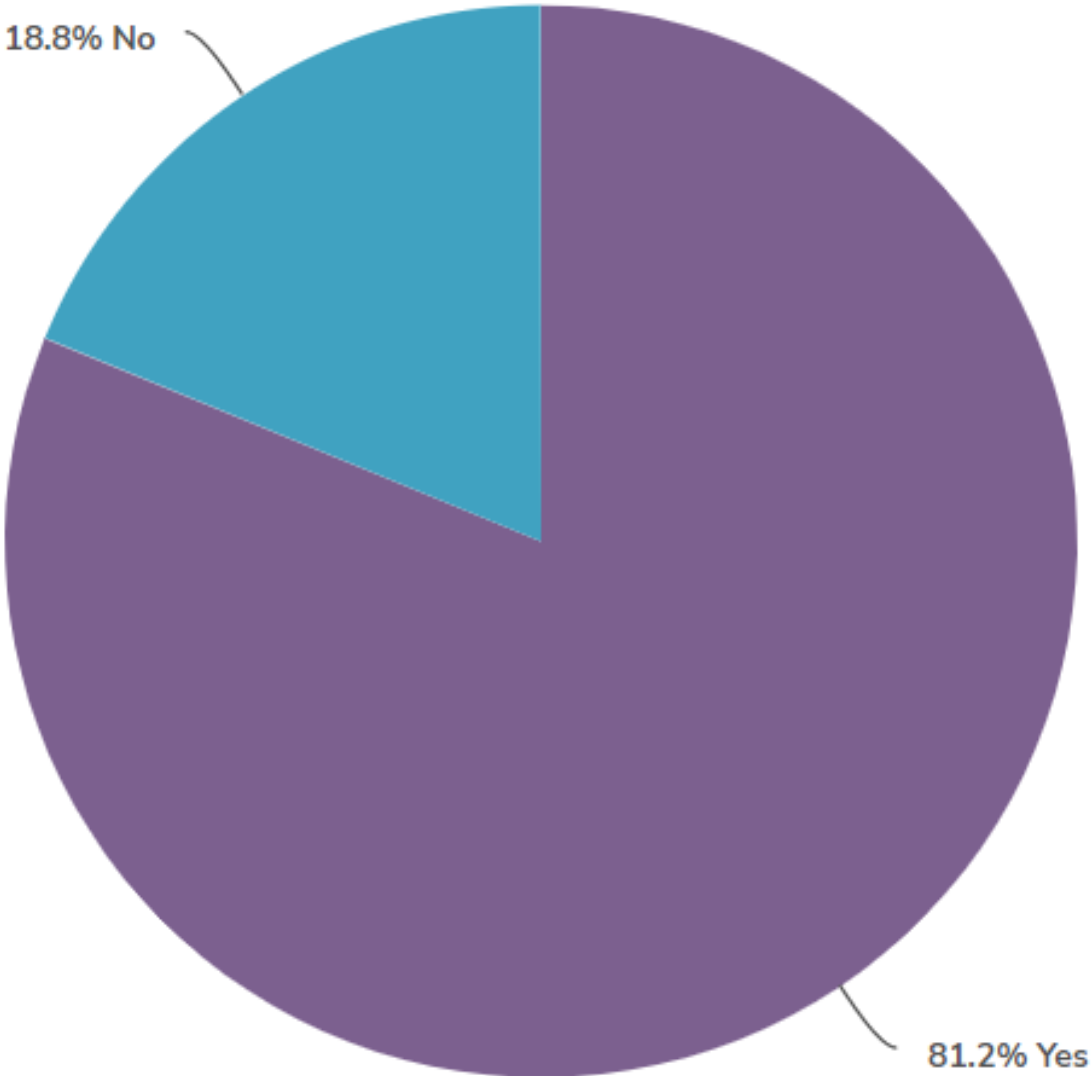
12. How would you rate the following aspects of this year's Symposium?

	Poor	Fair	Good	Very Good	Excellent	No opinion	Responses
Overall value for the price							
Count	4	3	27	57	81	25	197
Row %	2.0%	1.5%	13.7%	28.9%	41.1%	12.7%	
Swapcard platform ease of use							
Count	2	4	19	62	98	12	197
Row %	1.0%	2.0%	9.6%	31.5%	49.7%	6.1%	
Relevance of seminar topics							
Count	2	11	28	68	80	8	197
Row %	1.0%	5.6%	14.2%	34.5%	40.6%	4.1%	
In-session Chat / Q&A with speakers							
Count	2	12	31	48	60	44	197
Row %	1.0%	6.1%	15.7%	24.4%	30.5%	22.3%	
Ability to network throughout the event							
Count	21	21	26	17	22	90	197
Row %	10.7%	10.7%	13.2%	8.6%	11.2%	45.7%	
Networking happy hour (Zoom breakouts)							
Count	8	17	6	10	15	141	197
Row %	4.1%	8.6%	3.0%	5.1%	7.6%	71.6%	
Industry awards presentations							
Count	2	8	33	21	29	104	197
Row %	1.0%	4.1%	16.8%	10.7%	14.7%	52.8%	

or.

Past Symposium Attendees?

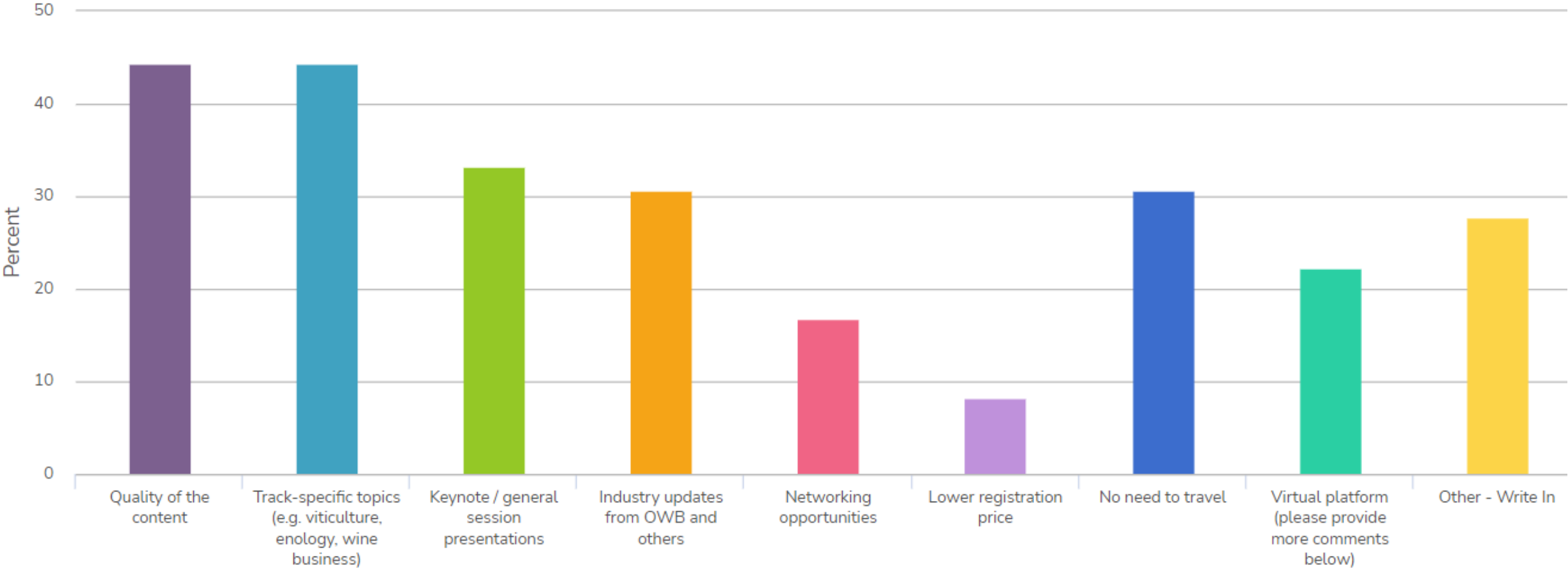
Prior to this year, have you attended Symposium in the past 5 years?










or.

Reasons for attending OWS22

15. Why did you decide to attend Symposium this year? (check all that apply)



What are the most important reasons for attending Symposium?

Value		Percent	Responses
Quality of educational content		85.5%	136
Track-specific topics (e.g. viticulture, enology, wine business)		78.6%	125
Keynote / general session presentations		44.0%	70
Industry updates from OWB and others		36.5%	58
Trade show		25.2%	40
Networking opportunities		40.3%	64
Socializing / community building		31.4%	50

Format and attendance for 2023?

19. Thinking about next year's Symposium, and assuming in-person events would be safe to attend, how likely would you be to attend:

	Not at all likely	Somewhat likely	Very likely	Definitely	Responses
An in-person event at the Oregon Convention Center with two days of educational content Count Row %	16 8.4%	44 23.0%	65 34.0%	66 34.6%	191
A hybrid event with options to attend in person at the Oregon Convention Center as well as attend virtually via live stream Count Row %	7 3.6%	33 17.0%	82 42.3%	72 37.1%	194
A fully virtual event Count Row %	8 4.2%	42 22.1%	65 34.2%	75 39.5%	190
Totals Total Responses					194

Comments related to next years event

Only if the content is worth the investment.

love the virtual option as our schedules are very full

Prefer in person event.

The personal interaction is missed. 5 of the Left Coast Team will be attending the March in person sessions as will I. A hybrid even better!

Being from afar, it is great to have options.

I'm not in Oregon during Jan-March of each year

The virtual sessions are so convenient, yet packed with good information for me. Travel to the Convention Center, parking, fighting traffic. Not when I can sit in my office and watch excellent content.

I am based in Europe

The topics would dictate attendance by myself vs another in my department/company

We miss the option to attend the Trade Show for \$20 a person, so won't be going this year at a \$79 a person price and the fact that there are few workshops of interest to us at the upcoming March Symposium. I like the on-line option for education workshops/seminars because it allows flexibility and convenience.

In person attendance will depend on health/safety concerns and how much time is available

I have positively surprised by the online format these past two years. It is rich and deep.

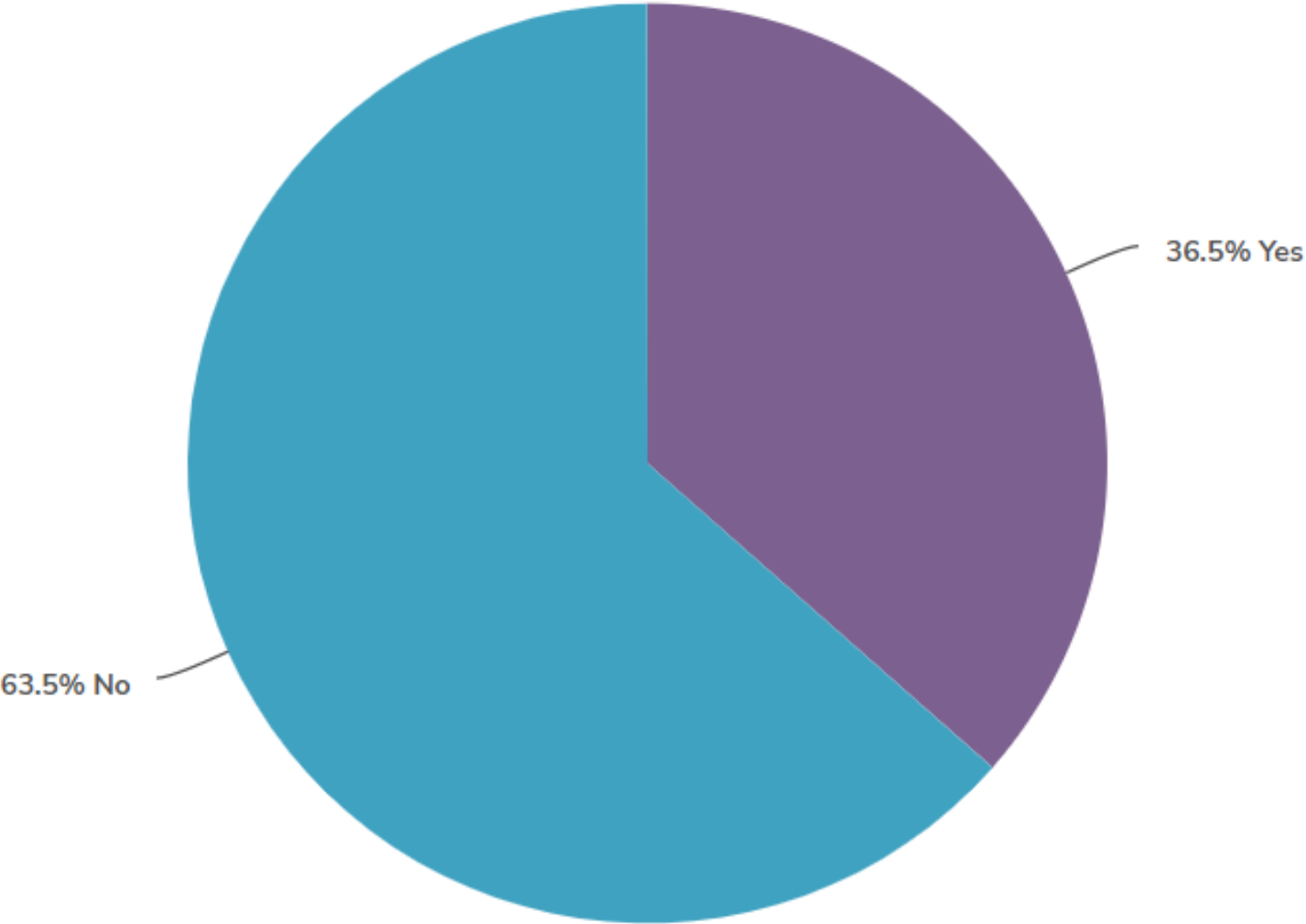
Prerecorded sessions are getting old, especially when they mention the wrong time of day (as Rob McMillan did in introducing his).

As previous, the in person events are too time consuming and don't deliver enough content for the investment.

or.

Symposium Tradeshow Attendance

21. Do you also plan to attend the LIVE Oregon Wine Symposium Trade Show Experience in March?



or.

Symposium 2023 Planning Estimate for 2023 In-person/Live Stream Event

To view the session ratings and all survey data;

[2022 Oregon Wine Symposium Attendees - Shared explore - Public-view \(alchemer.com\)](#)

OWS22 Online – 890 Registered Ticket Holders & 646 Active Users

Roughly break even 2022.

Live stream internet hard line connection (NOT attendee WiFi)	\$2,000.00			
Venue Rental for all Portland Ballrooms	\$30,750.00	\$12,300/day	\$6,150 move in/out	
<i>Additional cost if you want more side rooms for staff, side meetings/events, etc.</i>				
Meeting Room D133	Show Office	Mon	02/13/23	\$0.00
Meeting Room D134	Meeting	Mon	02/13/23	\$264.00
Meeting Room D135	Meeting	Mon	02/13/23	\$594.00
Meeting Room D136	Meeting	Mon	02/13/23	\$770.00
Meeting Room D137	Meeting	Mon	02/13/23	\$418.00
Meeting Room D138	Meeting	Mon	02/13/23	\$418.00
Meeting Room D139	Meeting	Mon	02/13/23	\$418.00
Meeting Room D140	Meeting	Mon	02/13/23	\$341.00
Audio Visual for live streaming (2) breakouts + (1) larger General Session/Breakout Rough estimate - \$45k	\$45,000.00			
	\$77,750.00			
Other Costs to Consider				
Virtual platform for remote attendees				
Translation services				
Photographer				
Advertising				
Swoogo (website + registration)				
Signage & program printing				
Stage furniture/design				
Hotel for board members or award winners				
Speaker fees				
Electrical fees for AV/registration/staff room				
WiFi for attendees				

Or.

For Consideration For OWA Symposium Contract with OWB, submitted 3/2/2022

- OWA will host a two-day in-person Oregon Wine Symposium on February 14-15, 2023 at the Oregon Convention Center in Portland.
- OWA will be financially responsible for the event and assume all event revenues.
- The program will consist of a trade show, presentations, educational workshops, lunch and reception.
- OWA will invite guest speakers to present top line subjects from partner organizations like OWB, Travel Oregon, AVA's from throughout the s
- OWA plans to contract OWB for educational content. OWB, in consultation with the OWB Education Committee, will propose for OWA approval online. OWB will provide executional specifics and a detailed budget for OWA approval. OWA will pay a service fee reflecting OWB's direct management costs.
- OWB will be designated the Educational Program Sponsor of OWS 2023, and OWA will seek additional sponsors for educational content.
- OWA will maintain its current sponsorships and have access to past OWB sponsors.
- Partner organizations including OWB shall not compete with OWA in seeking sponsors for the event or the event content they are contracted
- As a partner organization and in the spirit of cooperation, OWB will refrain from executing any concentrated educational programming (virtu
- As a partner organization and in the spirit of collaboration, the OWB will help to promote the OWS among the industry.
- OWA and OWB will respectfully coordinate their respective portions of the oregonwinesymposium.com website and social media promotions.
- OWA will seek proposals for event planning support including the event planner contracted with OWB in 2022.



OREGON
WINEGROWERS
ASSOCIATION

March 2, 2022

To: Oregon Wine Board

Re: Initial Plan for OWS 2023

- OWA will host a two-day in-person Oregon Wine Symposium on February 14-15, 2023 at the Oregon Convention Center in Portland.
- OWA will be financially responsible for the event and assume all event revenues.
- The program will consist of a trade show, presentations, educational workshops, lunch and reception.
- OWA will invite guest speakers to present top line subjects from partner organizations like OWB, Travel Oregon, AVA's from throughout the state, and others.
- OWA plans to contract OWB for educational content. OWB, in consultation with the OWB Education Committee, will propose for OWA approval Educational Program content focused on topics that are best addressed LIVE rather than online. OWB will provide executional specifics and a detailed budget for OWA approval. OWA will pay a service fee reflecting OWB's direct costs for this service with an expectation not to exceed \$40K, inclusive of speaker management costs.
- OWB will be designated the Educational Program Sponsor of OWS 2023, and OWA will seek additional sponsors for educational content.
- OWA will maintain its current sponsorships and have access to past OWB sponsors.
- Partner organizations including OWB shall not compete with OWA in seeking sponsors for the event or the event content they are contracted to provide.
- As a partner organization and in the spirit of cooperation, OWB will refrain from executing any concentrated educational programming (virtual or otherwise) within a 60-day period in advance of or following OWS.
- As a partner organization and in the spirit of collaboration, the OWB will help to promote the OWS among the industry.
- OWA and OWB will respectfully coordinate their respective portions of the oregonwinesymposium.com website and social media promotions.
- OWA will seek proposals for event planning support including the event planner contracted with OWB in 2022.