



MARCH 8, 2024

Oregon Wine Board Meeting Agenda

Roseburg Country Club

5051 Garden Valley Rd, Roseburg

Time	Topic	Documents	Leader
10:30 – 10:35 a.m.	Public Board Meeting <ul style="list-style-type: none"> • Open meeting & welcome guests • Approve the January 30, Board meeting minutes 	Jan. 30 Draft meeting minutes	G. Jones
10:35 – 11:05 a.m.	Finance Committee and Administration <ul style="list-style-type: none"> ○ Biannual Financial Review Update ○ Financial Reports <ul style="list-style-type: none"> ○ Restatement of FY 2021-22 Year End ○ FY 2023-24 through 2nd quarter ○ FY 2024-25 Draft Budget <ul style="list-style-type: none"> ○ Industry Grant proposals & guidelines 	Financial reports Detailed Draft Budget Grant Requests	S. Crawford G. Mortensen
11:05 – 11:35 a.m.	Education Committee <ul style="list-style-type: none"> • 2024 OWS recap & survey results • Update on the 2025 Symposium • DEI/Salary Survey 		B. Stock C. Gonzales C. Fauveau
11:35 a.m. – 12:15 p.m.	Industry Partnership Committee (IPC) <ul style="list-style-type: none"> • IPC requests and deep dives <ul style="list-style-type: none"> ○ Wine tourism Strategic Plan ○ Industry collaboration on grant opportunities ○ Vineyard & Winery Census ○ Industry database ○ Anti-alcohol climate mitigation strategy ○ ASEV Sponsorship 		C. Fauveau G. Jones
12:15 – 12:45 p.m.	Lunch Break		
12:45 – 1 p.m.	Research Committee Update		C. Fauveau G. Jones



1 – 1:30 p.m.

Marketing update

- OWM update
 - Tillamook cooperation
 - Webinar series for distributors

D. DeWitt

1:30 – 2 p.m.

Executive Session

ATTENDEES

Board

Greg Jones, Justin King, Tiquette Bramlett, Gary Mortensen, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Adam Ramirez, Anna Maria Ponzi

Staff

Gina Bianco, Sally Crawford, Neil Ferguson, David DeWitt, Celine Fauveau, Stacey Kohler, Bree Stock

Guests

Umpqua Valley Winegrowers Association members, Jana McKamey (OWA)



JANUARY 30, 2024

Board meeting minutes **DRAFT**

[Recording link](#)

PUBLIC BOARD MEETING

ATTENDEES

Board

Greg Jones, Justin King, Tiquette Bramlett, Gary Mortensen, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Adam Ramirez, Anna Maria Ponzi

Staff

Gina Bianco, Sally Crawford, David DeWitt, Celine Fauveau, Neil Ferguson, Stacey Kohler, Bree Stock

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 1:40 p.m.

Review of meeting minutes

- The Board reviewed the meeting minutes from December 1, 2023
MOTION: T. Bramlett moved the December 1 meeting minutes to be approved with an amendment in the Research Committee section to RFA instead of RFP. J. King seconded. The motion was carried 8-0 (G. Mortensen was not present during this discussion).
- The Board reviewed the meeting minutes from December 18, 2023
MOTION: D. Irvine moved the December 18 meeting minutes to be approved C. Gonzales seconded. The motion was carried 8-0 (G. Mortensen was not present during this discussion).
- The Board reviewed the meeting minutes from December 22, 2023
MOTION: C. Gonzales moved the December 22 meeting minutes to be approved T. Bramlett seconded. The motion was carried 8-0 (G. Mortensen was not present during this discussion).

IPC (Industry Partnership Committee)

MOTION: J. King made a motion to appoint Dionne Irvine and Morgen McLaughlin as the new Co-chairs to the committee. A. Maria Ponzi seconded. The motion carried 7-0. (D. Irvine abstained from voting) (G. Mortensen was not present during this discussion).



OWB Operations

MOTION: G. Mortensen made a motion to approve of the updated Employee Handbook v2024.01.11. J. King seconded. The motion carried 9-0.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 1:53 p.m.

2QFY23-24 Balance Sheet



Balance Sheet

	As of Dec 31, 2023	As of Sep 30, 2023
ASSETS		
Current Assets		
1000 Umpqua Bank Checking	333,723.24	697,942.50
1050 Umpqua Bank Money Market	549,044.32	549,030.48
Total Bank Accounts	882,767.56	1,246,972.98
Total Accounts Receivable	12,216.16	19,199.56
Total Current Assets	894,983.72	1,266,172.54
Total Other Assets	0.00	0.00
TOTAL ASSETS	894,983.72	1,266,172.54
LIABILITIES AND EQUITY		
Liabilities		
Total Current Liabilities	164,132.18	176,736.87
Total Liabilities	164,132.18	176,736.87
Equity		
3000 Opening Bal Equity	13,492.81	13,492.81
3900 Retained Earnings	1,260,442.18	1,260,442.18
Net Income	(543,083.45)	(184,499.32)
Total Equity	730,851.54	1,089,435.67
TOTAL LIABILITIES AND EQUITY	894,983.72	1,266,172.54

Profit & Loss Statement

	FY 23-24 Budget vDec2023	2Q FY 23-24 Actual	Budget Earned	Variance - YTD Actual less Budget Earned	FY 23-24 Year End Forecast (based on 2Qs)	Variance Year End Forecast vs Budget	FY 22-23 Actual
Income							
4100 Grape Assessment (\$25/ton)	1,872,572.00	726,449.46	936,286.00	(209,836.54)	2,000,000.00	6.8%	1,885,949.97
4200 Wine Tax (2c/gal)	328,725.00	158,202.85	164,362.50	(6,159.65)	318,500.00	-3.1%	305,341.97
Total 4300 Program Revenue	0.00	5,250.00	0.00	0.00	5,250.00		0.00
4310 Symposium Revenue	326,250.00	37,176.25	0.00	37,176.25	326,250.00	0.0%	268,860.40
Total 4500 Other Income	50.00	27.68	25.00	0.00	50.00	0.0%	54.90
Total 4600 Grant Revenue	7,500.00	7,500.00	7,500.00	0.00	7,500.00	0.0%	119,750.00
Total 4690 HB 5006 Funds	0.00	0.00	0.00	0.00	0.00		55,956.00
Total Income	2,535,097.00	934,606.24	1,108,173.50	(178,819.94)	2,657,550.00	4.8%	2,635,913.24
Expenses							
1R000 Research.							
Total R100 Vit & Enological Research	410,000.00	189,530.00	230,000.00	(40,470.00)	329,060.00	-19.7%	345,456.61
R800 Research. Administration							
Total R800 Research. Administration	12,000.00	5,768.41	6,000.00	(231.59)	15,300.00	27.5%	3,091.26
R900 Research.Employee Compensation	56,071.00	25,970.36	28,035.50	(2,065.14)	56,100.00	0.1%	51,228.69
Total 1R000 Research.	478,071.00	221,268.77	264,035.50	(42,766.73)	400,460.00	-16.2%	399,776.56
2E000 Industry Education.							
Total E100 Symposium	326,250.00	62,528.04	63,166.00	(637.96)	326,250.00	0.0%	284,780.58
Total E200 Education Projects	9,000.00	3,000.00	6,000.00	(3,000.00)	9,000.00	0.0%	74,750.00
Total E800 Education.Administration	25,000.00	7,991.55	12,500.00	(4,508.45)	15,050.00	-39.8%	11,668.96
E900 Education.Employee Compensation	163,565.00	77,950.53	81,782.50	(3,831.97)	166,410.00	1.7%	160,302.56
Total 2E000 Industry Education.	523,815.00	151,470.12	163,448.50	(11,978.38)	516,710.00	-1.4%	531,502.10
3M000 Marketing.							
Total 1B000 Brand Equity & Brand Identity	35,000.00	21,922.82	17,500.00	4,422.82	37,280.00	6.5%	15,557.98
2T000 Tourism							
Total M101 Oregon Wine Month	150,000.00	16,649.72	16,649.72	0.00	150,000.00	0.0%	65,639.82
M102 Wines Fly Free	10,000.00	10,763.62	10,000.00	763.62	10,763.62	7.6%	485.00
M108 Bounty & Vine	10,000.00	10,926.25	10,000.00	926.25	10,926.25	9.3%	
M205 Wine Guide	15,000.00	15,000.00	7,500.00	(7,500.00)	10,000.00	-33.3%	38,684.95
T102 Content Development (includ. photog, Travel OR)	25,000.00	24,161.73	25,000.00	(838.27)	24,161.73	-3.4%	1,913.70
Total 2T000 Tourism	210,000.00	62,501.32	69,149.72	(6,648.40)	205,851.60	-2.0%	106,723.47
3X000 Market Expansion							
Total I000 International Marketing	170,000.00	142,794.88	107,500.00	35,294.88	177,432.00	4.4%	140,443.49
M104 Other Programs	5,000.00		2,500.00	(2,500.00)	5,000.00	0.0%	
M105 Trade Events - Texsom	14,000.00	13,449.23	7,000.00	6,449.23	13,449.23	-3.9%	13,009.69
M107 Trade Organization Sponsorship	10,000.00		5,000.00	(5,000.00)	10,000.00	0.0%	6,205.42
M109 Domestic Trade Tasting/Education	10,000.00		5,000.00	(5,000.00)	10,000.00	0.0%	
M201 Resource Studio	15,000.00	7,008.63	7,500.00	(491.37)	10,000.00	-33.3%	230.40
Total X103 Trade Education Tools & Events	54,000.00	20,457.86	27,000.00	(6,542.14)	48,449.23	-10.3%	19,445.51
Total 3X000 Market Expansion	224,000.00	163,252.74	134,500.00	28,752.74	225,881.23	0.8%	159,889.00
4C000 Communications							
Total C100 Media Relations	126,500.00	54,288.08	63,250.00	(8,961.92)	158,000.00	24.9%	75,543.61
C200 Media Analytics	10,115.00	10,200.00	10,115.00	85.00	10,200.00	0.8%	10,176.89
Total C800 Comm.Administration	7,900.00	2,548.76	3,950.00	(1,401.24)	6,400.00	-19.0%	671.22
C900 Comm.Employee Compensation	73,925.00	12,878.89	36,962.50	(24,083.61)	53,725.00	-27.3%	103,659.06
Total 4C000 Communications	218,440.00	79,915.73	114,277.50	(34,361.77)	228,325.00	4.5%	190,050.78
Total M200 Marketing Collateral	0.00	0.00	0.00	0.00	0.00		10,000.00
Total M800 Marketing.Administration	27,000.00	7,508.32	8,500.00	(991.68)	24,000.00	-11.1%	11,475.42
M900 Marketing.Employee Compensation	297,380.00	143,883.11	148,690.00	(4,806.89)	301,950.00	1.5%	272,336.18
Total 3M000 Marketing.	1,011,820.00	478,984.04	492,617.22	(13,633.18)	1,023,287.83	1.1%	766,032.83
4K000 Knowledge & Insights.							
Total M300 Marketing Research	49,950.00	16,219.27	29,750.00	(13,530.73)	32,450.00	-35.0%	775.00
Total R200 Industry Research	111,015.00	46,633.00	55,507.50	(8,874.50)	109,265.00	-1.6%	76,222.50
zK900 Knowledge & Insights Compensation	32,557.00	15,667.24	16,278.50	(611.26)	33,650.00	3.4%	22,415.31
Total 4K000 Knowledge & Insights.	193,522.00	78,519.51	101,536.00	(23,016.49)	175,365.00	-9.4%	99,412.81
5L000 Leadership & Partnership							
Total G200 Industry Contributions	15,000.00	3,000.00	7,500.00	(4,500.00)	10,000.00	-33.3%	25,422.17
L100 Regional Meetings (including external stakeholders)	2,500.00		1,250.00	(1,250.00)	1,000.00	-60.0%	
L103 Program Contributions							
Total L103 Program Contributions	92,400.00	19,219.16	48,700.00	(29,480.84)	62,222.50	-32.7%	39,219.47
L800 Leadership & Partnership Administration							
L804 Partnership.Mtg &Travel	6,000.00	1,329.12	3,000.00	(1,670.88)	3,000.00	-50.0%	1,661.95
Total L800 Leadership & Partnership Administration	6,000.00	1,329.12	3,000.00	(1,670.88)	3,000.00	-50.0%	1,691.95
L900 Leadership & Partnership.Employee Compensation	100,159.00	45,288.70	50,079.50	(4,790.80)	98,200.00	-2.0%	97,825.53
Total 5L000 Leadership & Partnership	216,059.00	68,836.98	110,529.50	(41,692.52)	174,422.50	-19.3%	164,159.12
6G000 General & Admin							
Total G100 Board Administration	25,300.00	14,262.94	12,650.00	1,612.94	28,000.00	10.7%	4,687.75
Total G300 Consultants	10,000.00	8,000.00	10,000.00	(2,000.00)	10,000.00	0.0%	0.00

2QFY23-24 P&L Budget vs Actual



Total G500 Office Administration	53,000.00	30,299.74	26,500.00	3,799.74	62,000.00	17.0%	46,790.40
Total G800 Staff Administration	142,500.00	113,147.54	106,250.00	6,897.54	161,500.00	13.3%	85,598.64
G900 Employee Compensation.G&A	516,451.00	315,988.67	258,225.50	57,763.17	571,400.00	10.6%	395,532.29
G999 Accrued PTO Balances	70,000.00		35,000.00	(35,000.00)	70,000.00	0.0%	77,000.00
Total 6G000 General & Admin	817,251.00	481,698.89	448,625.50	33,073.39	902,900.00	10.5%	609,609.08
Total 8000 General & Administrative	0.00	(3,088.62)	0.00	(3,088.62)	0.00		0.00
Total Expenses	3,240,538.00	1,477,689.69	1,580,792.22	(103,102.53)	3,193,145.33	-1.5%	2,570,492.50
Net Income	(705,441.00)	(543,083.45)	(472,618.72)	(75,717.41)	(535,595.33)	-24.1%	65,420.74
Beginning Balance	1,267,129.00				1,267,129.00		1,215,593.00
Ending Balance	561,688.00				731,533.67		1,281,013.74
Reserve Goal (30% of 3 yr Avg Grape Assessment)	561,771.60				593,581.15		568,490.00
Surplus/Deficit after Reserve Goal	(83.60)				137,952.52		712,523.74
Total Compensation	1,240,108.00				1,281,435.00	3.3%	1,103,299.62

FY24-25 Proposed Budget v2024.03 Narrative

Prepared by Sally Crawford, CFO

March 1, 2024



APPROACH TO DETAILED DRAFT BUDGET DEVELOPMENT

- Budget developed based on FY21-23 actuals, FY23-24 budget, and FY23-24 forecasted year end based on 6 months of actuals.
- Suggestions from budget input forms have not been incorporated in this version of the budget; these will be taken into consideration in future budget updates along with programming updates.

REVENUE ASSUMPTIONS

- Grape Assessment Tax Revenue uses 3-year average based on actual FY21-22, FY22-23 and forecasted year end FY23-24.
- Wine Tax Revenue is typically forecast based on previous 3-year averages. This revenue has been on the decline since FY21-22. A conservative approach of two-year average of FY22-23 actual and FY23-24 forecasted year end was used for FY24-25 budget.
- Symposium Revenue is 5% increase over budget FY23-24
 - Symposium Revenue offset by Symposium Expenses for \$0 gain.
- Grant Revenue
 - WCLP \$20K grant
 - requires matching expenditure of OWB funds a portion can be in-kind.
 - SCBG \$60K (plus \$115K in FY25-26)
- Program Revenue \$40K in participation and tickets fees to support SCBG program to offset SCBG Program Expenses

EXPENSE ASSUMPTIONS

- FY24-25 expenses exceed revenue ~\$100K
 - Overage to be covered by forecasted FY23-24 surplus
- Continue with all current programs; expenses scaled to meet available funds
- Programming Expenses to support Specialty Crop Block Grant and Wine Country License Plate Grant
- \$20K to for startup/launch Industry Database/CRM
- Additional payment for Winery and Vineyard Census for Feb 1 completion date
- \$5K for Salary Survey
- \$2K for DEI Leadership-Infrastructure to be adjusted as program is developed and defined

		FY 23-24 Budget vDec2023	FY 23-24 Year End Forecast (based on 2Qs)	FY24-25 Proposed Budget v2024.03
Revenue				
	Grape Assessment (\$25/ton)	\$1,872,572	\$2,000,000	\$1,978,604
	Privelage Tax (2¢/gal)	\$328,725	\$318,500	\$312,000
	Program Revenue	\$0	\$5,250	\$40,000
	Symposium Revenue	\$326,250	\$326,250	\$342,500
	Interest Revenue	\$50	\$50	\$50
	Specialty Crop Block			\$60,000
	Wine Country License Plate	\$7,500	\$7,500	\$20,000
Total Revenue		\$2,535,097	\$2,657,550	\$2,753,154
Expenses				
	Research	\$478,071	\$400,460	\$412,410
	Industry Education	\$523,815	\$516,710	\$518,500
	Marketing & Communications	\$1,011,820	\$1,023,288	\$957,000
	Knowledge & Insights	\$193,522	\$175,365	\$198,500
	Leadership & Partnership	\$216,059	\$174,423	\$193,000
	General & Admin	\$817,251	\$902,900	\$591,000
Total Expenses		\$3,240,538	\$3,193,145	\$2,870,410
Net Income		-\$705,441	-\$535,595	-\$117,256
Total Compensation		\$1,240,108	\$1,281,435	\$1,200,000

	FY 23-24 Budget vDec2023	FY 23-24 Year End Forecast (based on 2Qs)	FY24-25 Proposed Budget v2024.03	Comments
Income				
4100 Grape Assessment (\$25/ton)	1,872,572.00	2,000,000.00	1,978,603.83	~3 year average based on FY23-24 year end forecast; conservative Jan-May tonnage tax (\$2,031,937.16)
4200 Wine Tax (2c/gal)	328,725.00	318,500.00	312,000.00	avg of FY22-23 actual + FY23-24 forecast for conservative approach due to declining revenue
4300 Program Revenue	0.00	0.00		
4305 Marketing Participation Revenue	0.00	650.00	40,000.00	SCBG Participation & Consumer Tastings
4330 Export Participation Revenue	0.00	0.00		
4331 ProWein	0.00	3,600.00		
4334 Canada Trade Tasting	0.00	1,000.00		
Total 4330 Export Participation Revenue	\$ 0.00	\$ 4,600.00	\$ 0.00	
Total 4300 Program Revenue	\$ 0.00	\$ 5,250.00	\$ 40,000.00	
4310 Symposium Revenue	326,250.00	326,250.00	342,500.00	
4500 Other Income				
4510 Interest Revenue	50.00	50.00	50.00	
Total 4500 Other Income	\$ 50.00	\$ 50.00	\$ 50.00	
4600 Grant Revenue				
4620 Specialty Crop Block			60,000.00	FY25-26 = \$115,000
4632 Wine Country License Plate	7,500.00	7,500.00	20,000.00	Requires 1:1 match in expenses; up to 50% in kind
Total 4600 Grant Revenue	\$ 7,500.00	\$ 7,500.00	\$ 80,000.00	
Total Income	\$ 2,535,097.00	\$ 2,657,550.00	\$ 2,753,153.83	
Expenses				
1R000 Research.				
R100 Vit & Enological Research				
R101 Grants.				R&D Committee to request additional funding at April meeting based on projects to be funded
R101.01 Special Grant Award - Smoke Research	353,860.00	279,060.00	341,410.00	
R101.01 Special Grant Award - Smoke Research	6,140.00	0.00	0.00	move \$6140 to R101.01
R101.02 Vine Mealybug Delimitation	50,000.00	50,000.00		
Total R101 Grants.	\$ 410,000.00	\$ 329,060.00	\$ 341,410.00	
R104 Grant Management/Administration			7,500.00	R&D Grant Management
Total R100 Vit & Enological Research	\$ 410,000.00	\$ 329,060.00	\$ 348,910.00	17.6% of total tonnage tax invested directly in R&D
R800 Research. Administration				
R801 Research.Committee Meetings	4,000.00	2,000.00	0.00	
R803 Research.Mtg &Travel	5,000.00	10,000.00		sending 3 to DC; travel for FY22-23 in this year; moving supported travel for NWCSFR to R804 in FY24-25
R804 NWCSFR Contribution	3,000.00	3,300.00	8,500.00	Northwest Center for Small Fruits Research & Meeting Travel for 2
Total R800 Research. Administration	\$ 12,000.00	\$ 15,300.00	\$ 8,500.00	
R900 Research.Employee Compensation	56,071.00	56,100.00	55,000.00	
Total 1R000 Research.	\$ 478,071.00	\$ 400,460.00	\$ 412,410.00	

	FY 23-24 Budget vDec2023	FY 23-24 Year End Forecast (based on 2Qs)	FY24-25 Proposed Budget v2024.03	Comments
2E000 Industry Education.				
E100 Symposium				
E101 Audio/Visual	56,000.00	56,000.00	60,000.00	
E103 Facility	64,279.00	64,279.00	68,000.00	
E104 Food and Beverage	29,000.00	29,000.00	32,000.00	
E105 Materials, Fees, Misc	59,195.00	59,195.00	62,000.00	
E108 Spanish Translation	7,000.00	7,000.00	8,000.00	
E109 Speakers	52,000.00	52,000.00	52,000.00	
E112 Marketing	1,839.00	1,839.00	2,500.00	
E113 Event Management Contractor	56,937.00	56,937.00	58,000.00	
Total E100 Symposium	\$ 326,250.00	\$ 326,250.00	\$ 342,500.00	
E200 Education Projects				
E201 Misc Workshops	1,000.00	1,000.00		
E202 DTC/ Workshop	5,000.00	5,000.00		
E203 Profit Calculator Development	3,000.00	3,000.00	3,000.00	ongoing support of Profit Calculator
E205 Community Benchmark	0.00	0.00		moved to Knowledge & Insights
Total E200 Education Projects	\$ 9,000.00	\$ 9,000.00	\$ 3,000.00	
E800 Education Administration				
E801 Education Committee Meetings	2,000.00			
E802 Education Collateral & Mtls	0.00	50.00		
E803 Education Employee Development	5,000.00			
E804 Education Mtg & Travel Expense	18,000.00	15,000.00	8,000.00	
Total E800 Education Administration	\$ 25,000.00	\$ 15,050.00	\$ 8,000.00	
E900 Education Employee Compensation	163,565.00	166,410.00	165,000.00	
Total 2E000 Industry Education.	\$ 523,815.00	\$ 516,710.00	\$ 518,500.00	
3M000 Marketing.				
1B000 Brand Equity & Brand Identity				
B100 Agency Fees (brand identity creative)	0.00			
B101 Consumer Website Concept/Design/Maintenance	0.00	280.00	500.00	
B104 OWM Replacement Campaign Material (agency dev fees)				
B106 Social Media Contractor	20,000.00	22,000.00	20,000.00	
B107 Digital Advertising	15,000.00	15,000.00	2,500.00	
Total 1B000 Brand Equity & Brand Identity	\$ 35,000.00	\$ 37,280.00	\$ 23,000.00	
2T000 Tourism				
M101 Oregon Wine Month				
M101.01 OWM - Trade Programming	15,000.00	15,000.00	5,000.00	
M101.02 OWM - Creative and Project Mngmt	15,000.00	15,000.00	5,000.00	
M101.03 OWM - POS Printing & Distribution	25,000.00	25,000.00	10,000.00	
M101.04 OWM - Media Plan & Mngmt	50,000.00	50,000.00	20,000.00	
M101.05 OWM - Digital Promotion	15,000.00	15,000.00	5,000.00	
M101.06 OWM - Merchandising Support	30,000.00	30,000.00	5,000.00	
Total M101 Oregon Wine Month	\$ 150,000.00	\$ 150,000.00	\$ 50,000.00	

	FY 23-24 Budget vDec2023	FY 23-24 Year End Forecast (based on 2Qs)	FY24-25 Proposed Budget v2024.03	Comments
M102 Wines Fly Free	10,000.00	10,763.62	1,000.00	would like more for PDX promotion and airport expansion
M108 Bounty & Vine				
	10,000.00	10,926.25	35,000.00	timing for grants questionable; assumes 20K from WCLP Grant; 1:1 match w/25% in kind
M205 Wine Guide	15,000.00	10,000.00	25,000.00	
T100 Touring Guide Design and Production				
T102 Content Development (includ. photog, Travel OR	25,000.00	24,161.73	0.00	
T103 Consumer Website Platform Upgrade				
Total 2T000 Tourism	\$ 210,000.00	\$ 205,851.60	\$ 111,000.00	
3X000 Market Expansion				
I000 International Marketing	0.00			
I101 Northwest Wine Coalition	65,000.00	67,000.00	75,000.00	
I102 Non-Reimbursable Event Cost	20,000.00	25,432.00	7,500.00	
I103 Reimbursed Expenses	0.00	0.00	0.00	
I103.01 Billable Shipping, Freight & Delivery				
Total I103 Reimbursed Expenses	\$ 0.00	\$ 0.00	\$ 0.00	
I900 Logistics & Admin Consultants	85,000.00	85,000.00	90,000.00	
Total I000 International Marketing	\$ 170,000.00	\$ 177,432.00	\$ 172,500.00	
X101 Resource Studio + Website Platform Upgrade				
X103 Trade Education Tools & Events	0.00			
M104 Other Programs	5,000.00	5,000.00		
M105 Trade Events - Texsom	14,000.00	13,449.23	14,000.00	Texsom or Aspen Food & Wine
M106 Marketing Events SCBG	0.00		112,500.00	SCBG - Oregon Roadshow + 2 events in 25-26 @ \$100K each; plus \$12,500 contrib from OWB budget each year
M107 Trade Organization Sponsorship	10,000.00	10,000.00	0.00	
M109 Domestic Trade Tasting/Education	10,000.00	10,000.00	0.00	
M201 Resource Studio	15,000.00	10,000.00	7,000.00	media library \$7k crowdriff
X100 Learn Oregon Content Maintenance & Upgrades				
Total X103 Trade Education Tools & Events	\$ 54,000.00	\$ 48,449.23	\$ 133,500.00	
Total 3X000 Market Expansion	\$ 224,000.00	\$ 225,881.23	\$ 306,000.00	
4C000 Communications				
C100 Media Relations				
C100.01 MR - Cross Border Tour	12,000.00	12,000.00	7,500.00	
C100.02 MR - Shoulder Season Media Tours	8,000.00	8,000.00	5,000.00	
C100.03 MR - Association Opportunities	15,000.00	15,000.00	7,500.00	
C100.04 MR - Critical Reviewer Coordination	15,000.00	15,000.00	12,000.00	
C100.05 MR - Wine Sample Shipments	3,500.00	3,000.00	2,000.00	
C100.06 MR - Media Hosting & Briefings	15,000.00	15,000.00	10,000.00	
C100.07 MR - Other Programming/Consultants	58,000.00	90,000.00	0.00	
Total C100 Media Relations	\$ 126,500.00	\$ 158,000.00	\$ 44,000.00	
C200 Media Analytics	10,115.00	10,200.00	12,000.00	

	FY 23-24 Budget vDec2023	FY 23-24 Year End Forecast (based on 2Qs)	FY24-25 Proposed Budget v2024.03	Comments
C800 Comm.Administration	0.00			
C801 Subs & Pubs	1,900.00	1,900.00	1,000.00	
C802 Comm.Collateral & Materials	3,000.00	1,500.00	500.00	
C804 Comm.Mtg &Travel	3,000.00	3,000.00	2,000.00	
Total C800 Comm.Administration	\$ 7,900.00	\$ 6,400.00	\$ 3,500.00	
C900 Comm.Employee Compensation	73,925.00	53,725.00	150,000.00	
Total 4C000 Communications	\$ 218,440.00	\$ 228,325.00	\$ 209,500.00	
M100 Event Marketing				
M200 Marketing Collateral				
M207 Photography				
Total M200 Marketing Collateral	\$ 0.00	\$ 0.00	\$ 0.00	
M800 Marketing.Administration	0.00			
M801 Marketing.Committee Meetings	5,000.00	2,000.00		
M802 Marketing.Collateral & Mtls	10,000.00	10,000.00	500.00	
M803 Marketing.Employee Development		2,000.00		
M804 Marketing.Mtg &Travel	12,000.00	10,000.00	7,000.00	
Total M800 Marketing.Administration	\$ 27,000.00	\$ 24,000.00	\$ 7,500.00	
M900 Marketing.Employee Compensation	297,380.00	301,950.00	300,000.00	
Total 3M000 Marketing.	\$ 1,011,820.00	\$ 1,023,287.83	\$ 957,000.00	
4K000 Knowledge & Insights.				
M300 Marketing Research	0.00			
M301 Marketing Research	20,000.00	5,000.00		
M302 Nielsen Data	7,500.00	5,000.00		
M304 Wine Market Council	5,000.00	5,000.00	5,000.00	
M305 Community Benchmark	17,450.00	17,450.00	23,500.00	
Total M300 Marketing Research	\$ 49,950.00	\$ 32,450.00	\$ 28,500.00	
R200 Industry Research	0.00			
R201 Ag Census	82,265.00	82,265.00	130,000.00	shift to complete survey by Feb 1; 1.5 survey costs in FY24-25
R202 Economic Impact	20,000.00	22,000.00		every 3 years
R203 Misc. Studies	8,750.00	5,000.00	5,000.00	\$5K Salary Survey
Total R200 Industry Research	\$ 111,015.00	\$ 109,265.00	\$ 135,000.00	
zK900 Knowledge & Insights Compensation	32,557.00	33,650.00	35,000.00	
Total 4K000 Knowledge & Insights.	\$ 193,522.00	\$ 175,365.00	\$ 198,500.00	
5L.000 Leadership & Partnership				
G200 Industry Contributions	0.00			
G201 Misc Industry Contributions	15,000.00	10,000.00	10,000.00	
Total G200 Industry Contributions	\$ 15,000.00	\$ 10,000.00	\$ 10,000.00	
G301 Grant Writing			0.00	
L100 Regional Meetings (including external stakeholders	2,500.00	1,000.00	0.00	
L103 Program Contributions	0.00		0.00	

	FY 23-24 Budget vDec2023	FY 23-24 Year End Forecast (based on 2Qs)	FY24-25 Proposed Budget v2024.03	Comments
G600 Industry Relations	0.00		0.00	
G601 Subscriptions	35,000.00	28,000.00	50,000.00	includes \$20K start up for CRM
G602 Administration/Annual Report	5,000.00	6,222.50	4,000.00	
G603 Strategic Planning	40,000.00	20,000.00	30,000.00	
G604 Industry Website Platform Upgrade	4,000.00	4,000.00	0.00	
G605 DEI Leadership-Infrastructure	8,400.00	4,000.00	2,000.00	
Total G600 Industry Relations	\$ 92,400.00	\$ 62,222.50	\$ 86,000.00	
Total L103 Program Contributions	\$ 92,400.00	\$ 62,222.50	\$ 86,000.00	
L800 Leadership & Partnership Administration	0.00			
L804 Partnership.Mtg &Travel	6,000.00	3,000.00	2,000.00	
Total L800 Leadership & Partnership Administration	\$ 6,000.00	\$ 3,000.00	\$ 2,000.00	
L900 Leadership & Partnership.Employee Compensation	100,159.00	98,200.00	95,000.00	
Total 5L000 Leadership & Partnership	\$ 216,059.00	\$ 174,422.50	\$ 193,000.00	
6G000 General & Admin				
G100 Board Administration	0.00			
G101 Meetings.Board	10,300.00	12,000.00	8,000.00	
G102 Travel Expense.Board	5,000.00	6,000.00	5,000.00	
G103 Board Director Compensation	10,000.00	10,000.00	10,000.00	
Total G100 Board Administration	\$ 25,300.00	\$ 28,000.00	\$ 23,000.00	
G300 Consultants	0.00			
G302 Financial Review	10,000.00	10,000.00		every other year
Total G300 Consultants	\$ 10,000.00	\$ 10,000.00	\$ 0.00	
G500 Office Administration	0.00			
G501 Rent	0.00		24,000.00	
G502 Equipment/Furniture/Maintenance	31,000.00	35,000.00	20,000.00	
G503 Postage/Supplies/Fees	16,000.00	20,000.00	16,000.00	
G504 Telephone/Internet Fees	6,000.00	7,000.00	6,000.00	
Total G500 Office Administration	\$ 53,000.00	\$ 62,000.00	\$ 66,000.00	
G800 Staff Administration	0.00			
G802 Employee Development.G&A	20,500.00	20,500.00	8,000.00	
G803 Mtg &Travel.G&A	42,000.00	57,000.00	15,000.00	
G804 Temp & Contract Support	70,000.00	72,000.00	20,000.00	
G805 Legal Fees	10,000.00	12,000.00	9,000.00	
Total G800 Staff Administration	\$ 142,500.00	\$ 161,500.00	\$ 52,000.00	
G900 Employee Compensation.G&A	516,451.00	571,400.00	400,000.00	
G999 Accrued PTO Balances	70,000.00	70,000.00	50,000.00	
Total 6G000 General & Admin	\$ 817,251.00	\$ 902,900.00	\$ 591,000.00	
Total Expenses	\$ 3,240,538.00	\$ 3,193,145.33	\$ 2,870,410.00	
Net Operating Income	-\$ 705,441.00	-\$ 535,595.33	-\$ 117,256.17	
Net Income	-\$ 705,441.00	-\$ 535,595.33	-\$ 117,256.17	

	FY 23-24 Budget vDec2023	FY 23-24 Year End Forecast (based on 2Qs)	FY24-25 Proposed Budget v2024.03	Comments
Beginning Balance	1,267,129.00	1,267,129.00	731,533.67	
Ending Balance	561,688.00	731,533.67	614,277.50	
Reserve Goal (30% of 3 yr Avg Grape Assessment)	561,771.60	593,581.15	593,581.15	
Surplus/Deficit after Reserve Goal	-83.60	137,952.52	20,696.35	
Total Compensation	1,240,108.00	1,281,435.00	1,200,000.00	



JULY 1, 2023 – JUNE 30, 2024

Industry organization grant program

Overview

The Oregon Wine Board will accept written requests from Oregon-based wine industry not-for-profits (NFPs) until June 30, 2024 for grants of up to \$2,000. Each NFP may apply once per fiscal year.

Eligibility

Funding requests must be presented in writing from a Steering Committee or a Board of Directors representing an Oregon wine industry NFP recognized in IRS tax code as tax-exempt. Grants are not made to individuals or for-profit businesses. Amounts in excess of \$500 require Wine Board approval in a public Board meeting. Requests are required a month in advance of the next posted OWB [Board meeting](#).

Intended uses of grant funding

The grants are designed to assist in funding activities that support each NFP's unique mission. Funds can be used for purposes approved by each NFP's Board including professional grant writing assistance, reimbursements for expenses incurred by visiting members of the media or academics engaged on a project of importance to the NFP. Grant money can also be directed towards other activities as requested by an NFP's Board insofar as such activities are consistent with the Oregon Wine Board's emphasis on Research, Education, Media Relations and Marketing programs.

Awards require some level of hard dollar investment by the requesting organization. A dollar-for-dollar match is not required, but written requests should detail the funds to be made available by a requesting organization.

Request submission process

The Oregon Wine Board has designed a form for NFP Boards to provide the information required to process their requests. Each submission is to include the following:

- The precise amount being requested up to \$2,000;
- The signature of the Board's Chair or an acknowledgment that the request is from a Board officer on behalf of the NFP;
- Confirmation of the NFP's tax-exempt status, such as a tax ID number or any other identifier from founding documents establishing it as a tax-exempt 501(c) sub-classification;
- A description, with relevant detail, of the project(s) the money will be used for;
- The dollar contribution being made from a requesting organization's own funds or other sources;
- A date by which the NFP agrees to report back in writing to OWB on how the funding was invested.

Amount

A maximum of \$2,000 per NFP will be awarded between July 1, 2023 and June 30, 2024 upon approval by the Oregon Wine Board.

Other information

While funds are intended to be used during the year in which they are awarded, there will be no penalty for carrying them over into the subsequent year if a project is delayed.

The Oregon Wine Board reserves the right to amend or terminate this grant program at any time, however any funds awarded but not spent will remain with the organization to which they were dispensed and are to be used for the project, or one similar to that, described in the request.

Recipient NFPs will be listed in OWB's Annual Report along with a summary of their project description.

From: [Lois Cho](#)
To: [Oregon Wine Board](#)
Subject: New Industry Organization Grant Application
Date: Tuesday, February 13, 2024 3:28:28 PM

Organization

Oregon AAPI Food & Wine

Tax ID Number or another identifier as a tax-exempt 501(c):

92-2248230

Make check payable to:

Oregon AAPI Food & Wine

Address to mail check

22047 SW Fisk Ter Sherwood, OR 97140 US

Requestor Name

Lois Cho

Requestor Email

lois.cho@oregonaapifoodandwine.com

Amount requested up to \$500

500

Amount requested above \$500 up to \$2,000 (Board approval is required in a

public Board meeting)

2000

Project Name

Oregon AAPI Food & Wine

Project Description

Founded in 2023, Oregon Asian American Pacific Islander (AAPI) Food + Wine is a nonprofit created with the mission to celebrate the diverse wine and culinary scenes that make Oregon so unique. The goal is to uplift Asian American Pacific Islander food and wine businesses, promote diversity, and educate the public regarding non-traditional food and wine pairings. The nonprofit seeks to give back to likeminded organizations. The first of hopefully many annual events to come.

The Mission

- Advancing diversity in the wine industry by attracting global attention to Oregon's AAPI winemaking and culinary talent.
- Empowering the AAPI individuals that make the state diverse and delicious.
- Educating the public with unconventional food and wine pairings
- Supporting community organizations that promote diversity in the food and wine industry and beyond

The Event

Oregon AAPI Food + Wine Fest

Saturday, May 18, 2024 • 11am-1pm*/1-3pm/3-5pm*

Sunday, May 19, 2024 • 11am-1pm*/1-3pm/3-5pm*

VIP ENTRY TICKETS

Location: Stoller Family Estate Experience Center | 16161 NE McDougall Rd, Dayton, OR 97114

*Shuttle service available.

Wine Dinners

This year we will host weekly winemaker dinners in Portland during the month of May. An AAPI winery will be paired with a Portland AAPI Chef/restaurant. With sponsorships, we will invite a guest chef for a collaborative dinner.

We currently have 7 wineries that have expressed interest in participating including Alexana, CHO Wines, Et Filles, Evening Land, Junichi Fujita, Hundred Suns Wine, Shiba

Wichern

We currently have chefs from Jeju, Magna Kubo, Kolectivo, Yaowarat, Xiao Ye, Laangban, Norah, Hapa Pizza, HeyDay that are excited to support and/or participate.

The Team

Founder/Executive Director | Lois Cho

Talent Recruiter & Marketing | Joshua Chang

Event Logistics & Treasurer | Kenzie Bindrup

Communications & Sponsorships | Kristy Nguyen

Volunteer Director & Secretary | Sylvia Kim

The Goal

Create an ongoing community of AAPI restaurants and wineries that elevates Oregon as well as our AAPI businesses. We aim to host this event annually with multiple pop-up events during the monthlong Oregon AAPI Food + Wine celebrations.

The Reach:

<https://ekpmedia.coveragebook.com/b/e4c01230098fa024>

Date by which organization will report how funds were used

06/30/2024

I certify that this request has authorization from the requesting organization's Board of Directors or other governing body.

Yes

Sent from [Oregon Wine Industry](#)

From: [Laurel Briggs](#)
To: [Oregon Wine Board](#)
Subject: New Industry Organization Grant Application
Date: Monday, February 5, 2024 12:08:37 PM

Organization

Applegate Valley Vintners Association (AVVA)

Tax ID Number or another identifier as a tax-exempt 501(c):

20-5495316

Make check payable to:

Applegate Valley Vintners Association

Address to mail check

PO Box 1215 Lane Creek Road Jacksonville, OR 97502 US

Requestor Name

Laurel Briggs

Requestor Email

laurel@creativemdesign.com

Amount requested up to \$500

500

Amount requested above \$500 up to \$2,000 (Board approval is required in a

public Board meeting)

1500

Project Name

Promotion of new destination website

Project Description

Greetings Oregon Wine Board,

The Applegate Valley Vintners Association is requesting \$2000 to promote the Applegate Valley's new destination website, Wander Applegate <http://www.wanderapplegate.com>.

This Travel Oregon-funded site is the first to consolidate all of the Applegate Valley's attractions under one URL; visitors can now find information on all-things-Applegate, including our lavender farms, hiking trails, dining options, farms, watersports, parks, historical sites and more. The site also features links to our own Applegate Valley Wine Trails website, as well as individual listings and photos of our wineries and events.

Broadening the definition of the Applegate Valley as a destination can only help our local wine industry; the more reasons to visit the area, the better!

Visitors can now pair their hiking/fishing/paddling/mountain biking adventures with their winery visits. In fact, the website urges these sorts of pairings, making sure visitors know that when they hike, say, The Enchanted Forest Trail, they are in easy distance to several wineries.

These activity pairings will encourage longer stays (possibly overnights!) in the valley. Longer stays translate into more prosperity for our local businesses, including our wineries. They also ensure the visitors leave the Applegate with a fuller sense of place, and a stronger inclination to return.

Another benefit: Wander Applegate will be linked to affiliate destination sites, like Visit Grants Pass and Travel Southern Oregon. This will network our Applegate Wine Trails website more widely across relevant Internet sites. Our events and offerings will also be included in Wander Applegate's social media posts.

A little background on the Wander Applegate website:

In 2022, our local rural community building organization, A Greater Applegate, received grants from Travel Oregon and Travel Southern Oregon to build a visitor-facing website. This was in response to Applegate Valley resident's expressed desire to direct tourism in a way that benefits our local businesses.

Rachael Martin, of Red Lily Vineyards, explains: "In recent years, A Greater Applegate has played a big role in bringing business unity to the Applegate community. As wineries, we are the biggest industry in our area, yet we all benefit from the way that the destination website frames our valley as a place with diverse attractions."

We are requesting funds from OWB to print table cards and wall displays that advertise the Wander Applegate website. They will be placed at all of our wineries and at the surrounding vacation rentals. They will also be included at the Jacksonville Visitors Center.

We have two aims for the displays: To showcase the website's URL address and QR code so that visitors can easily plan their days in the Applegate, and also to create a display that looks great on the tabletops, walls and bars of our local businesses.

About A Greater Applegate

The Applegate Valley Vintners Association is excited to partner with A Greater Applegate on this project. Their mission is to "enhance and sustain the environmental, economic, and social vitality of the Applegate Valley." Our wineries are core to this mission.

AGA is engaged in a wide array of pursuits, all of which are detailed in the resident-led Applegate Valley Vision. Of concern to this application are the activities of Destination Applegate, a group of community members formed to carry out the Vision Values as they relate to destination management. These values determine that promotional efforts be conscious, low-impact, community-led and attractive to diverse visitors.

Many of our neighboring towns have their own tax-funded Destination Management Organizations (DMOs)—like "Travel Medford" and "Visit Grants Pass." But as an unincorporated rural community, the Applegate Valley lacks its own tax base and DMO. This makes enlisting grant support from organizations like the Oregon Wine Board central to the winery association's participation in this effort.

Conclusion

Since its modern-day inception in 1972, Applegate wine country has come a long way. There are now over 22 wineries in the valley, and their close proximity to one another makes for a lively wine country. Feathers in our cap continue to accumulate with coverage from publications like the New York Times and inclusion of our region (and Troon Vineyards!) in the Wine Enthusiast Top Wine Regions of the World for 2022.

The next step is to broaden the Applegate Valley's appeal by further educating visitors. How many people know that the World Wildlife Fund called Applegate's surrounding Klamath-Siskiyou Mountains "The Galapagos of North America" for the area's outstanding biodiversity? Or that several of our hiking trails recently received Oregon Signature Trail status?

Other exciting developments: The Applegate Lodge has been renamed The Lindsay Lodge and, under the leadership of the new owners, boasts a top-tier restaurant and remodeled rooms. AirBnB offerings continue to grow throughout the valley and our historical sites and river parks are continually being enhanced. A Greater Applegate is sponsoring more special events as well, like a performance by the Oregon Poet Laureate at Plaisance Winery last September. This drew a crowd from around the Rogue Valley that directly benefited our wineries.

As a destination, the Applegate Valley is truly coming into its own. We hope you'll assist the Applegate Valley Vintners Association in letting the world know!

Date by which organization will report how funds were used

04/18/2024

I certify that this request has authorization from the requesting organization's Board of Directors or other governing body.

Yes

Sent from [Oregon Wine Industry](#)



MARCH 2024 BOARD PACKET

Education update

Prepared by: Bree Stock, OWB Education Director

Oregon Wine Symposium 2024 review documents and 2025 decision making

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.

Status

Event is completed and highly successful according to survey satisfaction

Ticket Sales & Registration

The gross total for 2024 is \$234,495.15. Whereas in 2023 the ticket sales were \$197,025.40
 Total tickets sold 1,248 with 1,186 folks checking in, a return to pre-pandemic attendance levels.
 Giving us a 95% check in rate, a 4% increase on 2023.
 In 2023 1,163 attended out of the 1,274 registrations. That was a 91% check in rate.

TOTAL EXPECTED ONSITE	Total Number of MAIN CONFERENCE	Total Number of TRADESHOW only	Gross Ticket Sales (Swoogo + Manual Sales PAID)	Swoogo Credit Card Sales (Included in Gross)	Manual Sales PAID	Swoogo Credit Card Sales FOR All Tickets Minus Tradeshow	Swoogo Credit Card Sales FOR Tradeshow	Credit Card Processing Fees (2.90% + \$0.30/transaction)	Manual Refunds	Net in ALL Ticket Sales	% OF ALL SALES TICKET GOAL
1248	1020	205	\$234,495.15	\$230,055.00	\$4,440.15	\$216,445.00	\$7,840.00	\$6,671.90		\$227,823.26	104.22%

Ticket Type	Price	Sold	Revenue
Early Bird - Full Access Admission	\$295.00	269	\$79,335.00
Full Access Admission (General)	\$325.00	196	\$63,300.00
Group Admission (4 or more)	\$275.00	235	\$64,625.00
Onsite Full Access Admission	\$375.00	7	\$2,625.00
Non-revenue Full Access tickets	\$0.00	251	\$0.00
Tradeshow Only	\$40.00	196	\$7,840.00
Non-revenue Tradeshow	\$0.00	9	\$0.00
Spanish Session	\$81.25	20	\$1,625.00
Non-revenue Spanish Sessions	\$0.00	0	\$0.00
Student & Faculty Member	\$130.00	62	\$3,770.00
Non-revenue Student & Faculty Member	\$0.00	0	\$0.00
One Day	\$260.00	3	\$780.00
Non-revenue One Day	\$0.00	0	\$0.00
Canceled tickets		10	\$385
TOTALS:		1258	\$224,285.00



Sponsorships and Booth Revenue

Sponsorship and booth revenue came to a total of \$160,200 confirmed.

- To clarify, this is \$106,600 in sponsorships and \$53,600 in booth revenue.

159 Exhibitors (not sponsors) with 191 booths and \$289,300 in booth revenue.

In addition to the 184 Exhibitor booths, there were 32 Sponsor booths for a total of 223 booths.

16 Sponsors rebook and 88 Exhibitors for a total of 141 booths.

This is also an estimated income of \$93,200 for Sponsors and \$190,400 for Exhibitors in 2025.

Last year 80 Exhibitors and 7 Sponsors were rebooked by this time.

Seminar Attendance

[View recorded seminars – Please do not share](#)

Tue: Feb 13th

9am: General Session – 650 attended

10am: DTC Managers Roundtable - 60 attended (40 registered, 17 waitlisted)

11am: Vit: Understanding Vineyard Soil & Nutrition - 338 attended

Eno: Winery Safety: How to keep your team safe & company in compliance - 81 attended

Sales: Tasting Room Wine Communication: The Complexities of Wine Speak – 104 attended

Exec: Uncorking Success: Role of Media & PR in Successful Wine Brand – 151 attended

2pm: DTC Managers Roundtable – 60 attended (40 registered, 13 waitlisted)

3pm: Vit: Rootstock Considerations For Oregon's Future – 218 attended

Eno: Non-Saccharomyces Yeast – 189 attended

Sales: Unveiling the Significance of Monitoring DTC Metrics – 127 attended

Exec: State of Distribution in 2024 – 150 attended

4pm: Vit: Hot Topics in the Vineyard – 208 attended

Eno: Acid Part II – Practical Applications – 132 attended

Sales: How to Attract Millennials (and not alienate Boomers in the process) – 130 attended

Exec: AI in Your Business – 116 attended

Wed: Feb 14th

9am: General Session – 425 attended

11am: Vit: Regenerative Vineyard Landscapes – 281 attended

Eno: Tastings: Leaf Pulling Chardonnay & Pinot Gris Fining – 261 paid tickets – 190 attended

Sales: WISE & DTC Roundtable Learnings Revealed – 106 attended

Exec: M + A and Actionable Insights into running a healthy wine business – 107 attended



Final financial report still being completed but should be available by the 4th of April for presentation.

Next steps and timing

Full review of program and financials with Social Enterprises in April.

2025 Symposium dates at OCC confirmed for February 3rd and 4th.

Recommendation for OWB board to approve continued program of a 1.5 day symposium

Oregon Wine Month 2024 and International Activations

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:

Oregon Wine Month education will focus on short form master classes to be promoted on Social Media and YouTube channels.

A partnership with Tillamook Cheese will include a walk-around tasting and a webinar about pairing Oregon wine and cheese.

International:

Decanter Judging – Oregon 22 and 23 vintage overview May 8th

Tokyo: Oregon Advanced Wine Specialist Certification course May 20-22

Seoul: Oregon Masterclass May 23

Hong Kong: VinExpo Asia May 27-29 Oregon masterclasses

Domestic:

Tillamook Webinar: May 16th

2024 Webinars: TBD

Status

- In production and wine selection

Next steps and timing

Content development of OWM mini-masterclasses with Marketing and recordings during March

OWB partners with Willamette Valley Wineries Assoc. & Rogue Valley Vintners to continue supporting the Community Benchmark Dashboard for Oregon producers

Strategic objectives

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



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

Overview

Based on the Wine Business Monthly salary and labor survey this is fourth survey to be conducted that provides essential benchmarking and salary information to producers and industry. The Salary and Labor Survey h

Status

2024 survey to completed by industry members beginning in October to January 2025 and presented at the Oregon Wine Symposium in 2025.

The symposium platform provides producers an opportunity to see the current market trends and provided a platform to allow additional producers to complete the survey before the next webinars/townhalls that would be scheduled in April.

Next steps and timing

Request from WVWA to continue the salary and labor survey with the possible addition of expanding the qualitative data collection around compensation packages and other DEI and equity inquiry.

The Education Committee is requesting that qualitative and additional track specific surveys be created and run on a rotating annual basis that covers vineyards and growers, winery and interns, and tasting room and sales incentives/compensations to add meaningful insights to the Labor Survey data collected. This suggestion needs to be put in front of the in-development DEI Task Force. The annual labor survey cost \$1500 to deliver, new surveys are \$4000 each, Dr. Petersons presentation time is \$75/hour for webinars or townhalls.

Allowing Dr. Peterson access to the database emails used for the Vineyard and Winery census.

Regular scheduling and marketing of how the OWB would present the data to the industry would be required to build and expand statewide engagement.

2024 DEBI Training for OWB Board Directors, staff and Commitment to Change industry work

Strategic objectives


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

Overview

Dr. Whitaker provided a baseline level set at the staff and board level since there are so many new staff and board members based off this survey 12 DEI trainings (one per month) have been tailored to the OWB board and staff. Two trainings have been completed and continue on a monthly basis. All board and staff should have invitations to attend these sessions, please advise myself or Stacey if you have not received a calendar invitation.

January: [1 What Is DEI Oregon Wine Board - Diamond Strategies.pptx](#)



February:  Oregon Wine Board Diamond Strategies Recruitment Unleashing the Power of JEDI Deep Dive.pptx

The DEI Task Force is being assembled led by Cristina Gonzalez and Bree Stock with Celine Ferreau.



MARCH 2024 BOARD PACKET

Trade Relations update

Prepared by: David DeWitt

Oregon Wine Month 3-tier updates

Strategic objectives

Market Expansion, Brand Equity

Overview

Since 2012, the Oregon wine industry has celebrated Oregon Wine Month Annually in May as a promotional period of focused trial and awareness.

Status

The OWB is amid final planning and execution of Oregon Wine Month activations. Program details were outlined in a Trade and Industry webinar on January 23.

- The presentation was recorded, and the sales deck is available to share out.
- Point of Sale offering is live and available to wineries, retailers, distributors and on-premise accounts nationwide.
- A variety of activations and ad spending are underway with regional outlets and accounts.
- Education format is unique this year and will be short form masterclasses.
- OWB has partnered with Tillamook Dairy for 2 events and various promotional activities.
- “Pair it Forward” campaign is returning for a second year for social media.
- Launch consumer sweepstakes.

Next steps and timing

- Point of sale fulfillment in early April.
- Education reels filmed and scheduled in March and early April for May.
- Tillamook events May 4 (in person) and May 16 (virtual).
- Activations and ad spending April through May.

Resource Studio – Audits and Updates

Strategic objectives

Brand Equity, Market Expansion, Education

Overview

The Resource Studio serves as an educational tool for trade and industry members. The Full Story presentation is the master file used for content on a variety of resources, such as AVA information and maps, labeling laws, sustainability, etc.



Status

A comprehensive audit and update is underway to refresh the website and the layout of the information and presentations.

- David DeWitt is in the process of auditing the site and will work with a word press professional to make site upgrades.
- David DeWitt is working with a graphic designer to bring all presentations and page elements into the True Character branding.

Next steps and timing

- Audit is currently underway, and presentations are being updated and rebranded.
- Project and site improvements should be finalized by the end of Q1 or first part of Q2.