

## OREGON WINE BOARD MEETING MINUTES

MAY 21, 2013 <<FINAL>>

LOCATION: DAVIS WRIGHT TREMAINE, PORTLAND, OREGON

### Attendance

**Board:** Leigh Bartholomew (Chairwoman), Bill Sweat (Vice Chairman), Michael Donovan (Chairman Emeritus by phone), Ellen Brittan (Treasurer), David Beck, Sam Tannahill (by phone), JP Valot, Doug Tunnell and Steve Thomson

**Staff:** Tom Danowski, Rose Cervenak, Charles Humble, Dewey Weddington, Karen Walsh & Michelle Kauffman

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### Call to Order

Bartholomew called the OWB Board meeting to order at 11:47 a.m.

### Research Committee Update

- Beck presented the Committee's recommendation for 2013-14 funding with a brief summary on the recommended projects.
- He commented that this year the applications were pretty evenly divided between Enology and Viticulture.
- All of the PIs who are recommended for funding are Oregon researchers.
- He went on to explain that in order to meet our budget constraints; the committee recommended a few of the proposals, for Drs. Elizabeth Tomasino and Gabriel Balint, be funded at a lower amount than what was requested.
- Donovan asked if there was good representation out of Eastern Oregon, to which Beck replied, no. Donovan noted that many of the Eastern Oregon research is aligned more closely with the research being done in Washington state rather than Oregon.

Beck moved for approval of the 2013-14 grant funding recommendation. Tannahill seconded and the motion carried unanimously.
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- **ACTION:** Karen Walsh/OWB Finance Manager will prepare the award letters, decline letters and grant agreements to be sent out within the next week.

### OWRI 2.1

- Beck gave an update on the most recent OWRI Policy Board meeting and explained a handout he provided which described a revised structure for the OWRI in order to meet the needs of OSU, the industry and the OWRI research scientists.
- He further explained that both OWB and OWRI strongly believe that research grants need to be closely to industry needs, and the "epiphany" was that OWB should be a key player in the governance of OWRI. (See diagram)
  - Thus the Oregon Wine Industry Standing Committee on Research is proposed to govern OWRI and would be chaired by an OWB Director, with members from OWRI's Policy Board, the industry at large and OSU research faculty members.
    - This Committee would meet four times per year and would be the leading voice for research within the state.

- OWB members who had input into the OWRI 2.1 structural revisions were Leigh Bartholomew, Michael Donovan, Sam Tannahill, Tom Danowski and David Beck – many of whom also sit on the OWRI Policy Board. Bill Boggess/OSU and Ted Casteel and Jason Tosch from OWRI Policy Board also had input.
- Sweat asked if there was still a business component to the OWRI and Beck responded that there is intended to be, but it hasn't yet been incorporated into the design of OWRI 2.1 because of lack of clarity of the interest of the College of Business.
- Donovan asked if the industry was adequately represented in terms of the heavy lifting and decision-making and suggested that there is always some concern that the industry will not be represented.
  - Beck responded that the structure has been designed (diagram) in a way that reinforces all parties have a seat at the table, with the main emphasis is on “partnership.”

*At 12:25, Bartholomew paused the meeting for lunch.*

*Bartholomew reconvened the OWB Board meeting at 1:00 p.m.*

#### OWRI 2.1 (continued)

Beck moved that the Board endorse the OWRI 2.1 plan with the following clarification: “...that the 8 industry members of the Oregon Wine Industry Standing Committee on Research, be appointed by the OWB Chair and that it be referred to the policy Board for implementation.” Sweat seconded and the motion carried unanimously.

- **ACTION:** Beck will follow up with Bill Boggess regarding the OWB vote.

*Bartholomew departed the meeting to attend the House hearing on SB 841 and Vice Chair Bill Sweat took over the meeting 1:09 p.m.*

#### NW Center for Small Fruits Research DC Trip Report (Dai Crisp & Chad Vargas)

- Vargas and Crisp opened up by thanking the OWB for their continued support of NCSFR.
- Vargas reported that their long-time relationship with John Goldberg, Science Advisor, U.S. House of Representatives continues to benefit the Oregon wine industry, as Mr. Goldberg alerted the gentlemen to specific language regarding “centers for excellence” funding (see handout) – even though it was contained in the Farm Bill, there was not a revenue source identified, so that was a main focus for this year’s trip to DC.
  - The specific language was already in the House bill, so the focus was to get similar language included in the Senate bill.
  - The Senate language includes a funding request that would allow the NW Center for Small Fruits to vie for funding.
  - Rep. Kurt Schrader (Oregon 5<sup>th</sup> District) is the Chair of the House Agriculture Committee was instrumental in securing increased funding for specialty crop programs, including the “centers for excellence” program.
  - The funding would be available in 2014. It would be 5-year funding cycle that would probably correlate with the Farm Bill.
- Crisp reported that virtually ½ the money that the NW Center has been spending has been on wine and wine grape research and continued that the bulk of their scientists are based in Oregon, so the Oregon wine industry benefits greatly from the organization.

- Beck asked how the industry gets input into the funding for research priorities
  - Crisp maintained that this is one of the reasons they ask for continued support by the OWB, so they can attend the annual meeting where the decisions are made and priorities set for funding each year. Further stating that if they were not present at this important meeting, it would allow Washington the opportunity to “set the agenda” for research funding in the NW.
- Vargas suggested that there is a need to focus on (at the research level) integration between NW Center and OWRI to foster collaboration rather than working within silos.
- Tannahill recommended that the Board include someone from the NW Center on the “industry members” of the OWISCR Committee.

#### LIVE Request

- Tannahill summarized the meeting that he and Leigh Bartholomew had with Chris Serra, Executive Director of LIVE and Pat Dudley, representing OCSW participating wineries.
  - The discussion covered the options available to LIVE following OWB’s decision (March 12, 2013 Board meeting) to shut down OCSW in 2014.
  - LIVE is considering adopting the phrase “NW Certified Sustainable Wine” within their logo design and trademark.
  - One reason for the name change is that LIVE operates in other states, (Idaho and Washington).
  - The LIVE Board has not yet voted on the proposal
- LIVE’s Board requested the following:
  - OWB earmark the \$10,600 of remaining OCSW royalties for a grant to LIVE for marketing and branding of certified sustainable wines from Oregon.
  - OWB match those funds with an additional \$10,600.
- There was some discussion about what LIVE proposes to do with the grant money from OWB.
- Brittan asked whether anyone had consulted with OCSW wineries to see if they were in agreement with the grant premise.
  - Danowski acknowledged that some OCSW program participants, who had sat on what was once the OCSW steering committee, endorsed the \$10,600 grant request to LIVE.
  - **ACTION:** Danowski will notify (by letter) OCSW participating wineries about the shutdown of the OCSW program and the Board-approved grant of \$10,600 to LIVE

Tannahill moved that OWB grant \$10,600 to LIVE to be used for marketing and branding of a LIVE certified winery/vineyard program. After additional discussion, Tannahill withdrew his original motion and moved that OWB grant \$10,600 of the remaining OCSW royalties to LIVE to be used for marketing and branding of a LIVE certified winery/vineyard program. Donovan seconded and the motion carried unanimously.

#### Minutes

Beck moved that the March 12 minutes be approved, as submitted. Brittan seconded, Tannahill abstained and the motion carried unanimously.

#### Marketing/Communications Plan & Budget

- Weddington gave an update on Oregon Wine Month activities.

- There was some discussion about having marketing collateral that wineries can take with them (to hand out) when they travel.
  - Thomson commented that Jackson Family Wines will really help legitimize Oregon wine in the marketplace.
- There was some discussion of OWB hosting a distributor conference in Oregon where key decision-makers would tour wine country and participate in a roundtable discussion about improving Oregon wine distribution and increasing on-premise placements.
  - Thomson expressed concern that attendance at an OWB distributor summit could become politicized.
  - Brittan agreed and suggested that the selection process would be on a rotation.
  - Thomson asked if it would be possible to allow multiple distributors from the same state, if they paid their own way.
    - Some Board members feared that if there were multiple distributors from the same region, they wouldn't be inclined to share as much with their competitors in the room.
  - Tannahill was concerned how the smaller wineries who distribute direct would benefit from such a forum since they are "too small" to achieve distribution through regular channels.
  - Thomson suggested that OWB keep a directory of distributors by state so members could access that information as needed.
  - Tannahill suggested holding the distributor forum sometime around OWIS so attendance would be increased.
    - Thomson agreed and commented that he would like OWIS to be "bigger" and more accessible to the trade.
- 2013-14 Co-op Marketing Grants
  - Thomson suggested that any OWB marketing dollars should be put to use promoting "brand Oregon" to benefit the industry state-wide.
  - Beck asked if there was any data that would indicate whether the marketing grants from last year were effective and met the conditions that were set forth.
  - Brittan commented that the marketing budget for 2013-14 is significantly smaller than the budget for 2012-13. (Marketing/Communications budget is approved at \$313,000 for 2013-14 vs. \$446,000 approved this time last year for fiscal 2012-13).
  - Beck commented that it would be beneficial for future budget planning if we could include the full value of marketing programs by including projected costs for staff time.
  - The Board concluded that there will be no budget allocation in 2013-14 for regional marketing grants. However, the previous grants/programs are still under evaluation.
- There was a discussion about OWB taking the initiative to collaborate with other organizations like regional associations and provide Marketing/Communications leadership to the industry and guidance on how they can leverage OWB activities.
  - Some suggested an ongoing or annual exercise.
  - Humble suggested a wine marketing symposium where people can plug in to what is going on in other regions, AVAs, OWB, etc.
  - Sweat commented that two things are important to note - establishing OWB as the leader in marketing communications and getting the biggest bang for our marketing buck. Perhaps as an ongoing workgroup, so we can say we are providing leadership on this topic.
  - Brittan agreed that giving guidance to regional associations on how they can take advantage of what is being done (by OWB) on the broader, state-wide level.

- Weddington commented that OWB also needs to better communicate that we are a resource for the industry.
- Regarding the communications plan, Beck commented that it is a report with a lot of momentum – and agreed that communications and marketing should be better integrated. He also encouraged the staff to think about marketing the OWB activities and accomplishments.
- There was discussion about the FEAST Portland culinary celebration and OWB's participation in that event (September, 2013). Donovan asked if there was any headway this year in working with some of the chefs who will be here for FEAST?
  - Tom Danowski and Dewey Weddington met with FEAST coordinators but said that it comes back to dollars and how much we can contribute to the event.
  - OWB did agree to be a resource for facilitating media visits to Oregon wineries and vineyards during FEAST.

### Financial Review

Donovan moved that OWB transfer \$3,000 into TOWER, to keep the account current and cover administrative expenses. Tannahill seconded and the motion carried unanimously.

Beck moved to approve the March 30 financials as submitted. Tunnell seconded and the motion carried unanimously.

### New Business

- Tunnell read a release by Linfield College about the establishment of the Oregon Wine Industry Experience with the help of a \$48,000 grant from the prestigious James S. Kemper Foundation. The year-long program will prepare students for professional careers in Oregon's rapidly growing \$2.7 billion wine industry.
- Brittan asked if there was anything the Board could do to enhance participation in the 2013 SOURCE agricultural statistics survey.
  - Danowski commented that the form is easier to fill it out this year and wineries/vineyards can respond in one of three ways: via email (a fillable .pdf), hard copy or by using a direct web link for easier data input. OWB will also probably offer an incentive drawing (OWIS tickets) to encourage a higher response rate.

### Adjournment

Sweat adjourned the OWB Board meeting at 3:52 p.m.