

## OREGON WINE BOARD MEETING MINUTES

**JULY 31, 2014 <<FINAL>>**

**LOCATION: BLUE MOUNTAIN COMMUNITY COLLEGE, MILTON-FREEWATER, OR**

### Attendance

**Board:** Bill Sweat (Chairman), David Beck (Treasurer), John Pratt, Doug Tunnell, JP Valot, Steve Thomson, Michael Donovan and Leigh Bartholomew (Chair Emeritus) who participated by phone

**Staff:** Tom Danowski, Rose Cervenak, Jessica Willey, Marie Chambers, Michelle Kaufmann and Margaret Bray

**Guest:** Devon Howard/Lawyer participated by phone

**Absent:** Ellen Brittan (Vice Chairwoman)

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### Call to Order

- Sweat called the OWB Board meeting to order at 12:50 p.m.

### Board Minutes (Attachment)

Michael moved for approval of the May 22, 2014 Board Meeting minutes as presented. Beck seconded, Valot abstained and the motion carried.

### Finance Committee Report (Attachments)

- Beck gave the Finance Committee report.

Tunnell moved that the Balance Sheet and P&L through FYE 2014 be approved as submitted. Donovan seconded and the motion carried.

- Beck reviewed the 2014-15 Revised Budget and highlighted the updates from the last version reviewed in May.

Donovan moved for approval of the 2014-15 Revised Budget. Thomson seconded and the motion carried unanimously.

### Marketing Committee Report (Attachment)

- Thomson gave a brief recap of the OWB Marketing/Export Committee meeting that occurred on July 23 in Salem.
- Willey presented an outline for development of a 2014-15 marketing plan and noted the regional diversity of the committee structure.
- She also provided an update on strategic imperatives and marketing activities, as a result of the July 23 meeting.
- There was much discussion around the development of on-premise sales ideas to drive increased placements for Oregon wineries in-state:
  - Further development of a partnership with *OR Wine Press* to more effectively leverage their Superior Cellars program.
  - Resurrecting and revitalizing the *Oregon Wine Awards* at the 2015 OWS.

- Supporting Master Sommelier and M.W. candidates with scholarships and grants rewarding mastery of Oregon-centric content.
- Special session at OWS around sommelier education.
- Thomson reported that Portland has been named to host the 2015 Wine and Spirits Wholesalers Association of America leadership development conference and he's confirmed their interest in a large Oregon wine "event" around this conference in July next year.
  - **ACTION: Thomson will set up a steering committee to work on advanced planning for this event and a framework for inclusion of regional associations.**

#### Communications Report (Attachment)

- Kaufmann gave a brief update on the target media list stating that OWB is expanding their reach to include fine wine writers throughout the US and the world.
- She provided a recap of the FAM (familiarization) media tour around IPNC:
  - While in Oregon, journalists on the IPNC Media Tour were exposed to **38** different wineries from **15** different AVAs. There were **27** additional wineries at IPNC and **18** at the post IPNC Riesling tasting.
- Kaufmann also highlighted an upcoming Wines Fly Free media tour where OWB can leverage their partnership with Travel Oregon and have access to lifestyle writers they will be bringing here in October.
  - She noted that OWB is only helping craft the messaging and logistics. There will not be any monetary investment made by OWB.
- OWB is also working with the Washington State Wine Commission to help facilitate a media tour later in 2014, of the "shared" AVAs – Columbia Gorge, Walla Walla and the proposed Rocks District of Milton-Freewater, (this district is not shared and is located entirely within Oregon's borders).
- Kaufmann continued with a recap of a visit by Jamie Goode and Michel Jaime that occurred just after IPNC.
- She concluded her report by updating the Board about two large reports, Stephen Tanzer's International Wine Cellar and Tim Atkin's Special Report on Oregon by Christy Canterbury, stating that she will be analyzing these reports in the near future and will present the findings in a future Grapevine.

#### Education Committee (Attachment)

- Bray provided a recap of the most recent Education Committee meeting that occurred on July 23 in Salem and communicated the committee's mission statement and a list of committee members.
  - There was some discussion about the diversity of the committee and trying to recruit more members who are representative of regions outside of the Willamette Valley.
- Bray highlighted the survey results from participants at the June 18 distribution seminar with Bill Sciambi and mentioned a net promoter score of 92%
- Bray highlighted initial subjects for business track sessions for OWS.
  - There was some discussion regarding the business track and who was going to drive seminar development for that track.
    - Danowski commented that there will likely be a subcommittee created that will drive the content on the business side for OWS.
  - Sweat commented that a focus on finance would be opportunistic in providing information on a topic that was very well-received at 2014 Symposium.

OCSW administrative Rules

- Chambers informed the Board about the need for a motion in order to fulfill past Board votes on OCSW and to comply with Department of Justice guidelines for repealing the program's administrative rule. Chambers also advised the Board about a mandatory public hearing now scheduled on Aug. 25 via teleconference. The hearing will be announced to the industry in the *Grapevine* newsletter and on OWB's website.

Beck moved to repeal the administrative rules pertaining to the OCSW program. Tunnell seconded and the motion carried unanimously.

Sweat adjourned the OWB meeting at 2:53 p.m.