

OREGON WINE BOARD MEETING MINUTES

JUNE 7, 2016 <<FINAL>>

LOCATION: JAMES OLDFIELD ANIMAL TEACHING FACILITY, OSU CAMPUS

Attendance

Board: David Beck (President), Steve Thomson (Vice President), John Pratt (Treasurer), Bill Sweat, Ellen Brittan (Secretary), Hilda Jones and JP Valot

Staff: Tom Danowski, Rose Cervenak, Marie Chambers, Jess Willey, Carrie Hardison, Michelle Kaufmann, Christina DeArment and Lydia Mullany

Guests: Chad Vargas/Adelsheim Vineyard, Dai Crisp/Lumos Wine Company, Dan Arp and Bill Boggess/Oregon State University and Mark Chien/OWRI

Absent: Doug Tunnell (due to technical difficulties) and Michael Donovan

MEETING OPENING

Call to Order

- Beck called the OWB Board meeting to order at 1:17 p.m.

Board Minutes (Attachment)

- The Board reviewed minutes from the Mar. 3 Board meeting.

<p>Brittan moved that the Mar. 3, 2016 Board meeting minutes be approved as submitted. Thomson seconded and the motion carried.</p>

MATTERS FOR DISCUSSION

Research Committee Report (Attachment)

- Update on OSU Quality Food and Beverage Initiative.
 - Long-term vision is to have Oregon become the world's leader in F&B innovation (10-year plan).
 - Asking for \$18M to create research and teaching centers for wine, beer and dairy products.
 - OSU will ask the state for \$9M in the 2017-19 biennium budget and will try to source \$9M through philanthropic and industry support.
 - Would like to have \$4.5M by the end of this legislative session - \$1.5M from each of the three industries.
 - Received input to keep the three industries integrated so that there are not singular silos.
 - Boggess talked about the operations side of Phase I.
- AFRI (Agriculture and Food Research Initiative administered by the USDA) RFA
 - Pratt gave a brief recap of the 2017 grant opportunity.
 - Federal government will match what OWB puts up, with a total minimum consideration of \$150,000. (OWB would have to commit that amount at minimum or perhaps work in partnership with another recognized commodity board to contribute a grand total \$150,000.)

- OWB would like to partner with another organization on a project that is mutually beneficial to each organization/industry on topics such as:
 - Physiology of agricultural plants
 - Agricultural engineering
- The initial project summary submission deadline is Jul. 18.
 - A minimum of \$150,000 must be put in escrow with AFRI by Sept. 30 if the project idea is approved for their RFA. During the application review process, the money is held in escrow and returned after about a year unless OWB approves a project.
- There was discussion about whether or not the OWB and a potential partner could be identified and could develop an idea in time to meet the Jul. 18 deadline.
 - **ACTION: The Research Committee will turn their attention to the 2018 grant cycle and begin to develop ideas and potential partners well in advance of next year's deadline.**
 - **ACTION: Bill Boggess and Tom Danowski will discuss the logistics of funneling the entire \$150k through the "commodity board" (which OWB has been designated by AFRI), if OWRI were to partner with OWB in the next cycle.**
- NWCSFR DC Trip Report
 - Vargas and Crisp gave a brief report of their trip to D.C.
 - Jeff Merkley is tremendously supportive, as are congressmen/women in all three Northwest states.

OWSCR

- Sweat gave a brief update on the sub-committee on wine economics May 18 meeting.
- Currently the committee will center on wine research economics, business and marketing and will be seeking information from industry members in focus groups they plan to conduct around the state this summer by asking a few focused questions:
 - What kind of wine business research would you like to see?
 - What kind of tools would be helpful in running your business?
 - What are the biggest problems you're facing?
- There was some discussion about the diversity of the businesses in the industry and how the committee might tailor the focus groups to include all facets of this diversity.

Education Committee Report (Attachments)

- Brittan gave a brief recap of the viticulture and enology meeting on Apr. 5, the business and marketing meeting on May 4 and the viticulture and enology meeting on Jun. 5.
- New committee composition includes someone from each of the educational institutions around the state.
- Hardison followed with a brief update on OWS 2017 planning.
- There was discussion regarding a keynote speaker and the challenges in finding someone who is both relevant and affordable and whether or not the time at Symposium would be better suited to more educational programming instead.
- Hardison reported a more thematic approach to the Symposium 2017 so that every session touches on the themes and their relevance to business, enology and viticulture.
- **ACTION: Education Committee will have a fairly complete schedule for review/discussion in the Aug. 18 meeting.**
- **ACTION: The Board was asked to review the awards descriptions and provide any feedback to Carrie Hardison.**

Marketing Committee (Attachments)

- Thomson gave the Marketing Committee report.
- Willey presented the 2016-17 marketing plan.

MATTERS FOR DECISION

Finance Committee Report (Attachments)

- The treasurer (Pratt) gave the Finance Committee report.
- **ACTION: Investigate methods to audit vineyards for those businesses that are selling grapes out-of-state.**

Thomson moved that the Balance Sheet and Profit and Loss Statement through Apr. 30, 2016 be approved as submitted. Brittan seconded and the motion carried.

Export Committee

- Thomson gave the Export Committee report.

Beck adjourned the OWB Board meeting at 4 p.m.

At 4:06 p.m. Beck called for an Executive Session in accordance with ORS192.660(2)(a), only the Board and press are allowed to participate. Staff and guests were excused.