

OWB MARKETING COMMITTEE CHARTER

I. Purpose of the Committee

Primary objective: Elevate Brand Oregon through unified strategies, tactics, and programming aligned with OWB's Marketing pillars, within the Oregon wine industry and key partners.

II. Committee Responsibilities

The Marketing Committee makes recommendations to OWB's Board of Directors, as well as to the industry at large, about marketing-related programming and budgeting. Committee recommendations will support the pillars established in the OWB Strategic Marketing Plan, which support the OWB's Strategic Plan and its mandate to serve the broad Oregon wine industry, including industry members not represented by an association. The committee is a forum for conceiving, planning, and executing industry-wide marketing programs and initiatives. Program examples include Oregon Wine Month, Bounty & Vine, and Cellar Season. The committee must ensure its projects benefit grape growers and wineries alike.

The Committee may make recommendations, develop programming and tactics, and coordinate execution in the following areas:

- Year-round grant cycle planning, including grants from Travel Oregon and ODA
- Campaign planning: sharing insights and tactics around Oregon Wine Month, Bounty & Vine, Cellar Season, etc
- Wine tourism: sharing and implementing tactics that increase visitation and tasting room sales throughout the state
- Digital advertising
- DtC programming and tactics
- Coordination with wholesale marketing programs
- Event planning
- Educational opportunities

III. Committee Membership & Structure

Committee members, Chair, and Co-Chair are expected to attend every meeting. Like OWB board directors, Marketing Committee members are expected to approach the committee's work with an industry-wide perspective, seeking outcomes that support wineries and growers of all profiles and regions. Committee membership will consist of 9-15 members who are directly involved in marketing efforts in their respective industry roles. OWB will recruit committee members through its own industry contacts, as well as through industry referrals and recommendations. Committee members should primarily be marketers working with wineries, regional associations, or distributors. Additional consideration will be given to tourism groups such as Travel Oregon or other DMOs, as well as retailers. Potential members will be



required to complete an application that will include brief questions about their connection to the wine industry as well as their experience in marketing.

Chair and Co-Chair:

The Chair and Co-Chair will preferably be from different regions.

The Chair is appointed by the OWB of Directors. The Chair position will be held by an Oregon Wine Board Director.

OWB staff

- OWB Director of Marketing will handle the management and administration of the Committee. OWB will communicate the Marketing Committee's work to the statewide industry to ensure all are represented.
- OWB Trade Marketing Manager
- OWB PR Director

Special guests

- The Committee will invite marketing experts for presentations, creative work, information sharing and discussion.

IV. Meeting Cadence and Agenda

Meetings are held quarterly. The committee will endeavor to meet in-person whenever possible and will meet via video conference when required. The goal of each meeting will be to discuss, learn, and plan marketing efforts that benefit the state's wine industry and to coordinate or assist each other with execution of the committee's marketing plans.

I. DRAFT Committee Structure and Sample Meeting

INDUSTRY LEADERSHIP

Chair

(Director of the OWB)

Vice Chair

(Director of the OWB | or a Senior Marketing Executive Industry member)

OWB MANAGEMENT LEADERSHIP

OWB Executive Director

Marketing Director (process management lead)* and coordinates with



Trade Marketing Manager and MarCom Manager

Industry Makeup

3 Working Groups:

Consumer/DTC Marketing

6 - 8 Industry or Association Consumer/DTC Marketing Managers

Trade Sales & Marketing

4 - 6 Industry or Association National or Trade Marketing Managers

PR/Marketing Comms

3 - 4 Industry or Association PR Managers

“Ancillary/Support Members”

Industry Researchers and Analysts | Key Distributor Partners | Others TBD

II. SAMPLE MEETINGS | Quarterly Meetings | Preferably 3 are in-person

Meeting Length | 3 Hours (tbd)

Hour 1 to 1.5 | State of the Industry

1. These ‘state of the industry’ topics would rotate and focus on different aspects of the wine business. These could include “state of Travel”; state of Consumer/DTC market and sales; state of Wholesale Distribution; state of Retail; state of Restaurants; etc. All are invited and encouraged to attend and participate in the first hour “state of the industry” sessions.

Hours 2 - 3 | Working Group Sessions

1. Working groups break into their disciplines for deeper dives into their main topics, work, report backs etc. for the meeting.

Other Thoughts and Considerations

- A. Ancillary/Support Members are invited to stay and attend working group sessions as needed, or may just attend the ‘state of the industry’ sessions.

B. Some of the working groups may not need to meet 4 times per year. The Industry Chairs, working with the ED and OWB Working Group Managers, can put together a schedule and agendas that address the needs of each working group. So, although there might be 4 meetings each year, each working group may only need to attend 3 of the 4 meetings as working groups. Any can attend the “state of the industry” sessions.

C. These quarterly state of the industry sessions could be of interest to a larger group. Members of the IPC could be invited to the state of the industry sessions that kick off each meeting.

Qualifications for membership:

- Must work in or adjacent to the Oregon wine industry
- Able and willing to dedicate at least a half day 3-4 times per year
- Work in one or more of the following areas:
 - Marketing: DtC, tourism, social media and digital advertising, executive marketing role
 - PR/Communications
 - Trade: distribution, sales, marketing, retailer
- Ability to act as the eyes and ears for their respective region for providing input to the OWB’s marketing planning and willingness help to spread the word about the OWB’s marketing programs
- Possess a diverse marketing / management experience across a variety of components of the marketing mix
- Capability and willingness to put Oregon needs above the needs of individual business or AVA