

OREGON WINE BOARD MEETING MINUTES
OCTOBER 13, 2016 <<FINAL>>
LOCATION: WEB/TELECONFERENCE ONLY

Attendance

Board: David Beck (Chairman), Steve Thomson (Vice Chairman), John Pratt (Treasurer), Bill Sweat, Ellen Brittan (Chair Emeritus), Hilda Jones, JP Valot, Doug Tunnell and Michael Donovan

Staff: Tom Danowski, Rose Cervenak, Marie Chambers, Jess Willey, Carrie Hardison, Michelle Kaufmann

MEETING OPENING

Call to Order

- Beck called the OWB Board meeting to order at 10 a.m.

Board Minutes (Attachment)

- The Board reviewed minutes from the Aug. 18 Board meeting.

Pratt moved that the Aug. 18, 2016 Board meeting minutes be approved as submitted. Valot seconded, Thomson abstained and the motion carried.

MATTERS FOR DECISION

Finance Committee Report (Attachments)

- The treasurer (Pratt) gave the Finance Committee report.

Jones moved that the Balance Sheet and Profit and Loss Statement through Sept. 30, 2016 be approved as submitted. Donovan seconded and the motion carried.

Research Committee Report (Attachments)

- 2017-18 Technical Research RFA
 - Pratt recapped that the changes to the RFA reflect current industry research priorities as determined in the Aug. 19 committee meeting.

Donovan moved that the 2017-18 Research RFA be approved as submitted. Jones seconded and the motion carried.

- **ACTION: Pratt will post the RFA to the United Grant Management for Viticulture and Enology (UGMVE) website by Nov. 30 for the opening of the 2017-18 grant cycle.**
- AFRI (Agriculture and Food Research Initiative) Project Review
 - Beck presented an overview of the AFRI RFA and award process which, if approved, would affect OWB's 2017-18 fiscal year budget.
 - Pratt presented the AFRI project development memo to the Board for consideration.
 - It was suggested that the role of "deficit (water) management" be included in the final project description.

- The committee asked that the Board pre-approve the \$150,000 funding, contingent on approval of the final detailed project at the Dec. 9 Board meeting.
- The Board also requested a preliminary review of OWB's projected 2017-18 budget concurrent with the presentation of the detailed AFRI proposal at the Dec. 9 Board meeting.
- **ACTION: Pratt will work with OWRI to bring a fully-formed final proposal to the Board in December.**
- **ACTION: Chambers will provide an updated revenue and expense projection for 2016-17 and 2017-18 fiscal years at the Dec. 9 Board meeting.**

Sweat moved that the Board approve funding of an AFRI project in the amount \$150,000 to come from the reserve account, contingent upon Board approval of a final project proposal and the Board's review of the 2017-18 budget forecast in December. Thomson seconded and the motion carried.

MATTERS FOR DISCUSSION

- OWSCR Committee Report
 - Sweat gave a brief overview of OWRI's five "focus group" meetings that have been/are being conducted throughout the state to get industry feedback on wine business and economics research.
 - **ACTION: Cervenak will provide focus group meeting logistics to the Board.**
 - Sweat informed the Board that the OWB will be in a position to consider research proposals in this area within the next 6 months or so, but that funding sources for projects of interest has yet to be determined.
- Marketing Committee Report (Attachment)
 - Willey provided a top-line presentation of the industry satisfaction survey.
 - **ACTION: Cervenak will distribute the slide deck Jess Willey presented, to the Board.**
- Education Committee Report
 - Brittan/Hardison provided a brief update on Symposium content and schedule.

MEETING FINALIZATION

Beck adjourned the OWB meeting at 11:30 a.m.