

## OREGON WINE BOARD MEETING MINUTES

OCT. 20, 2015 <<FINAL>>

LOCATION: WEB CONFERENCE ONLY

### Attendance

**Board:** Ellen Brittan (Chairwoman), David Beck (Vice Chairman), Steve Thomson (Treasurer), John Pratt, JP Valot and Doug Tunnell

**Staff:** Tom Danowski, Rose Cervenak, Jessica Willey, Christina DeArment, Michelle Kaufmann, Carrie Hardison and Lydia Mullany

**Absent:** Michael Donovan, Leigh Bartholomew and Bill Sweat

---

### MEETING OPENING

#### Call to Order

- Brittan called the OWB Board meeting to order at 10:48 a.m.

#### Board Minutes (Attachment)

Thomson moved for approval of the Jul. 30, 2015 Board meeting minutes. Valot seconded, Tunnell abstained and the motion carried. (Brittan, Thomson, Valot, Pratt and Beck)

### MATTERS FOR DECISION

#### Finance Committee Report (Attachments)

- The finance committee report was presented.
- There was discussion about harvest and whether or not people were seeing an increase, decrease or about the same as last year.
  - Based on calls made to industry members, it appears that harvest may be up 4-6% over last year.
- **ACTION: Chambers will provide a revised revenue projection after the end of the calendar year.**

Beck moved that the Balance Sheet and P&L through Sept. 30, 2015 be approved as submitted. Pratt seconded and the motion carried. (Brittan, Thomson, Valot, Pratt, Beck and Tunnell)

#### Research Committee (Attachment)

- Beck updated the Board on a few minor tweaks to the language in the 2016-17 RFA.

Pratt moved to approve the 2016-17 RFA as modified. Tunnell seconded and the motion carried.

### MATTERS FOR DISCUSSION

#### Marketing Committee (Attachment)

- Results from the Industry Satisfaction Survey were presented.
  - There is some additional analysis to be done on the preliminary industry survey findings presented to the Board (e.g. determining statistical significance and confidence intervals for some of the data sub-sets).

- **ACTION:** Use the survey data to inform the strategic planning session on Dec. 9.

#### Education Committee (Attachment)

- 2016 Symposium Update
  - There was discussion about keynote speakers. Hardison asked the Board for their help in sourcing possible candidates.
  - Two key attributes for a keynote – they have to be inspirational and relevant to the wine industry.
  - **ACTION:** Hardison will update the Board on speakers who've been contacted and those who have already turned down the opportunity.
  - Hardison announced a new event at OWS this year – an industry networking “reception” immediately following day 1 activities.
  - Hardison reviewed the nomination form for 2016 industry awards. She noted there was a new category – Vineyard Excellence in which more than one honoree may be named.
    - **ACTION:** OWB will provide, in addition to the English version, a Spanish nominations form in the Grapevine.
    - **ACTION:** The Board will review the nominations form and get any changes or questions to Carrie by Thurs., Oct. 22 so it can be included in the Grapevine on Oct. 27.

#### NIFA/AFRI Eligibility

- Danowski discussed the conversation he had with Rob Hedberg/National Director for the Sustainable Agriculture Research and Education Program at NIFA (National Institute for Food and Agriculture).
- **ACTION:** If it's determined that OWB is eligible to apply for an AFRI Foundational Grant, the Board will review the implications and criteria in the Dec. 8 Board meeting.

#### **MATTERS FOR NOTING**

##### 2016 Board Meeting Dates

- Danowski mentioned that there had been some interest in a joint WSWC/OWB meeting in the March timeframe when OWB will be in the Gorge.
  - **ACTION:** Danowski will work with interested Directors to draft an agenda for such a meeting and then present the idea to WSWC for consideration.

Brittan adjourned the OWB Board meeting at 11:58 a.m.