

OREGON WINE BOARD MEETING MINUTES
October 24, 2018 FINAL
LOCATION: Conference Line:

Attendance

Board: John Pratt (Chair), Eugenia Keegan (Vice Chair), Steve Thomson (Chair Emeritus), Jason Tosch (Treasurer), Kevin Chambers, Donna Morris, Bob Morus, Hilda Jones

Staff: Tom Danowski, Marie Chambers, Jess Willey, Lydia Mullany, Stacey Kohler

Absent: JP Valot

MEETING OPENING

Call to Order

- Chairman J. Pratt called the OWB Board meeting to order at 11:07 a.m.

Board Minutes (Attachment)

- The Board reviewed minutes from the August 14, 2018 Board meeting.

Vice Chair E. Keegan moved that the August 14, 2018 Board meeting minutes be approved. B. Morus seconded. The motion carried unanimously. H. Jones abstained.

MATTERS FOR DECISION

Research Committee:

- Research Committee Chair, J. Tosch presented the 2019-20 RFA document for Board approval. One change that was noted was in the Review Process section where it states more specifically that researchers must summarize the results of their projects; if and how the results might be used in the vineyard and/or winery and present to the industry audience whether in person or electronically. The next Research Committee meeting will be held on April 2, 2019 in Corvallis.

K. Chambers motioned that the 2019-20 RFA Balance be approved as submitted. Vice Chair E. Keegan seconded. The motion carried.

Marketing Committee:

- Marketing and Strategic Communications Committee Chair S. Thomson and Vice Chair D. Morris updated the Board on the upcoming Marketing and Strategic Communications Committee meeting to be held with selected industry members on Oct. 25. S. Thomson commented that since our industry is much more global and is changing rapidly, it's time to take the committee to a higher level with a more strategic approach.
- J. Willey said that the Marketing Committee will be working on a strategic direction for the OWB marketing & communications team to help drive the industry's success in the next 5-10 years.

Research Listening Tour:

- J. Pratt gave a brief statement on the Research Listening tour and mentioned that he thought it was a very productive session and feels better prepared for the Nov. 1 & 2 Research Summit.

Other Agenda Items

T. Danowski informed the Board that during the Dec. 7 meeting we will be presenting the updated 2018-19 P & L and Balance Sheet.

He also gave an update on the 2019 Board appointments process which we expect to be completed with the Governor's final decision by mid-November.

MEETING FINALIZATION

Chairman J. Pratt adjourned the OWB Board meeting at 11:29 a.m.