

April 21, 2022

Virtual Oregon Wine Board Meeting Agenda

Zoom link (register in advance): https://us06web.zoom.us/meeting/register/tZYvd-gprz4jE922p9HoX0bVE3vA4fLOkdNS

| Time | Topic | Documents | Leader |
|--|--|--|---|
| 9:00 – 9:45 a.m. | Executive Session Potential retirement matching contribution plan Staff annual reviews | | Jack Schafroth/ Oregon Savings Growth Plan J. King |
| 10:00 a.m. | Public Board Meeting Opening | | J. King |
| 10:00 – 11:30 a.m. (1 hour, 30 minutes) | Matters for Decision Approve Mar. 24 meeting minutes Finance Committee Potential retirement matching contribution plan Research Committee | DRAFT minutes from Mar. 24 | J. King M. Chambers |
| | OWB Research Committee recommended paylist for 2022-23 Education Committee OWS 2023+ Industry requests for OWB communications support | Recommended paylist 2022-23 OWA/OWB memo OWS 2020 P&L | J. Tosch J. King T. Danowski |
| 11:30 – 11:40 a.m. (10 minutes) | BREAK | | |
| 11:40 a.m. – 12:25 p.m (45 minutes) | Matters for Discussion Industry Labor & Salary Survey Research Committee D.C. trip report Finance Committee Prioritize budget Wish List | | J. Peterson D. Crisp C. Vargas T. Danowski |
| 12:25 – 12:30 (5 minutes) | Upcoming Board Meeting Schedule | | T. Danowski S. Kohler |

ATTENDEES

Board

Justin King, Bob Morus, Donna Morris, Eugenia Keegan, Jason Tosch, Tiquette Bramlett, Cristina Gonzales, Greg Jones

Absent

D. O'Donoghue

Staff

Tom Danowski, Marie Chambers, Sarah Murdoch, Bree Stock, Stacey Kohler

Guests

Dai Crisp, Chad Vargas, Ben Casteel, Bethel Heights Vineyard/WVWA Secretary/Treasurer, Jessica Mozeico, Et Fille Wines/WVWA President; Scott Schull, Raptor Ridge Winery/WVWA; Dr. Thomas Henick-Kling, WSU, Director V & E Program



MARCH 24, 2022

Board meeting minutes DRAFT

Recording Link

ATTENDEES

Board

Justin King, Donna Morris, Dennis O'Donoghue, Eugenia Keegan, Jason Tosch, Tiquette Bramlett, Cristina Gonzales, Greg Jones

Absent

Bob Morus

Staff

Tom Danowski, Marie Chambers, David DeWitt, Neil Ferguson, Stacey Kohler, Bree Stock

Guest

Elisa Ford (NCFSR)

MEETING OPENING

o Chair J. King called the Oregon Wine Board public meeting to order at 9:07 a.m.

MATTERS FOR DECISION

Review of meeting minutes

The Board reviewed the minutes from the March 3 meeting.

MOTION: D. O'Donoghue moved that the March 3 meeting minutes be approved as submitted. D. Morris seconded. The motion carried 7-0. (T. Bramlett not yet in the meeting).

Election of Committee Leadership

MOTION: D. Morris moved to approve Tiquette Bramlett as Vice Chair of the Education Committee. J. Tosch seconded. The motion carried 7-0 (T. Bramlett not yet in the meeting).

MATTERS FOR DISCUSSION

Education update

OWS 2023+

 The Board discussed some of the key takeaways from the OWS 2023+ Visioning Committee meetings and exchanged ideas surrounding issues about the structure, timing, and potential partnership alignment for OWS 2023 and future Symposia.



- The Board agreed that the industry places value in having a single, annual, in-person event combining educational content, industry networking opportunities and a tradeshow.
- The Board discussed the OWS proposal from OWA, dated March 2. It was recommended that the Executive Committee meet and draft a response and circulate it to the rest of the Board for approval.
- The Board is open to learning more about how a limited liability corporation agreement with other Oregon industry organizations related to future Symposia could work. It will also consider the possibility of a renewable Memorandum of Understanding. However, no action will be taken without DoJ consultation.

ACTIONS:

- Executive Committee to prepare a response to OWA's March letter for Board Review
- Greg Jones to explore the structure of CAWG's & ASEV's LLC established for CA's annual Unified Symposium

Financials/Budget

- D. O'Donoghue expressed interest in having OWB contract with a Value Network Analysis consultant.
- Since consultant fees are not budgeted for 2022-23, potential VNA costs would be considered by the Board as new spending commitments along with other items on OWB's Budget Wish List.

ACTIONS:

- D. O'Donoghue will reach out to a consultant and schedule a program overview meeting with the Executive Committee
- T. Danowski will send the prioritized Budget Wish List in advance of the April Board meeting.

Public Meeting Laws

o There was a brief discussion about future Executive Session meetings.

ACTION: S. Kohler to send out an email to Board Directors asking if they have a topic(s) to be brought forth in an Executive Session prior to each Board meeting.

MEETING FINALIZATION

Chair J. King adjourned the Oregon Wine Board public meeting at 11:06 a.m.

Retirement Plan Contributions

Current OWB Retirement Savings Plan Option

- Oregon Savings Growth Plan
 - Administered by VOYA
 - 457(b) Plan for government
 - Includes many plan management options for employee
- 4 employees with accounts contributing \$1,239.58 per pay period = \$29,749 annually
- 1 employee signup pending

Employer Contribution Option

- Pre-tax contribution and will have the effect of reducing the annual limit on the amount of salary reduction contribution an employee could directly make (\$20,500 contribution limit in 2022)
- No fees to employer
- Contribution method and rates to be determined by employer, can be modified at any time
- Contribution tracking and administration handled by employer
- Vesting schedule not allowed, but initiation waiting period can be included in policy

Retirement Plan Contributions

Common Employer Contribution Scenarios

- % of salary or flat rate for all employees regardless if they contribute (common with state agencies that are not eligible for PERS)
- Match % of salary or flat rate of employee contribution up to a maximum
- Match % of salary or flat rate of employee contribution up to a maximum with an adjusted rate match above the max (i.e. 1:1 match up to 3% and 0.50:1 above 3% with max of 6%)
- · Combination of flat rate and matching
- The most common match in private sector is 50 cents on the dollar up to 6% of the employee's pay.
- Some employers match dollar for dollar up to a maximum amount of 3%.

| Cost Estimates based on common match scenarios and current salary levels | Max Annual Employer Contribution |
|--|--|
| Current Contributions @ 3% | \$11,234 |
| Current Contributions @ 6% | \$22,470 |
| Entire Staff @ 3% | \$25,472 |
| Entire Staff @ 6% | \$50,946 |

Background of research funding proposals

- The Research Committee met on April 7 to create a prioritized list of projects to propose to the Oregon Wine Board for funding in the 2022-23 budget cycle.
 - Meeting focused on the top 16 projects (\$960,855) out of 21 total proposals received (\$1.4 million)
 - Of the top 16, 4 (\$214,000) were for projects that are currently being funded by the OWB.
- The Committee discussed each project and debated the list on several factors:
 - Scientific merit
 - Relevance to Oregon / fit with strategic priorities
 - Whether OWB has already spent money on the project (continuing proposals)
 - In-state researcher vs. out-of-state
 - Balance of viticulture vs. enology projects
 - Importance of including projects addressing *the* prominent issue (i.e., smoke) with ongoing needs
- The Committee requests that the Oregon Wine Board fund <u>at least</u> the seven projects that OWB has previously supported (\$359,892)
- The requested amount is within the Board's approved Research budget for 2022-23 of \$375,000
- The Committee is also currently waiting to see if some of the projects may receive funding from other sources such as AVF, and will reconvene in May before coming back to the Board in June with any additional recommendations



2022-23 Request from Research Committee to OWB

Strategic Plan Fit

| | DISPLAY CODE | PI | SHORTTITLE | OWB Funding Year | FUNDING REQUESTED | FUNDING ALLOCATED | CUMULATIVE | Wine Quality | Sustainable Practices | Changing Climate | Foundational Research |
|---|-----------------|------------------------|--|---------------------|-------------------|----------------------|------------|-----------------|--------------------------|---------------------|--------------------------|
| 1 | 2022-2409 | Skinkis, Patricia | Rootstock Performance in Oregon | 3 | \$53,529 | \$53,529 | \$53,529 | | | | |
| 2 | 2022-2447 | TAMIN AIAYANNAN | Determining optimal irrigation initiation time | 2 | \$41,290 | \$41,290 | \$94,819 | | | | |
| 3 | 2022-2491 | Mahaffee, Walter | Botrytis Bunch Rot | 3 | \$59,890 | \$59,890 | \$154,709 | | Х | | Х |
| 4 | 2022-2320 | Deluc, Laurent | Gene Editing Technology | 2 | \$59,483 | \$59,483 | \$214,192 | | Х | | Х |
| 5 | 2022-2704 | Osborne, James | MLF Timing and Color | 1 | \$41,699 | \$41,699 | \$255,891 | Х | | | |
| 6 | 2022-2676 | KC, Achala | GTD management | 1 | \$54,001 | \$54,001 | \$309,892 | | Х | | |
| 7 | 71177-7719 | Tomasino, Elizabeth | OR smoke baseline | 1 | \$80,000 | \$50,000 | \$359,892 | Х | | Х | Х |



2022-23 Request from Research Committee to OWB

Strategic Plan Fit

| | DISPLAY CODE | PI | SHORTTITLE | OWB Funding Year | FUNDING REQUESTED | FUNDING ALLOCATED | CUMULATIVE | Wine Quality | Sustainable Practices | Changing Climate | Foundational Research |
|----|-----------------|------------------------|--|---------------------|----------------------|----------------------|------------|-----------------|--------------------------|---------------------|--------------------------|
| 1 | 2022-2409 | Skinkis, Patricia | Rootstock Performance in Oregon | 3 | \$53,529 | \$53,529 | \$53,529 | | | | |
| 2 | 2022-2447 | Levin, Alexander | Determining optimal irrigation initiation time | 2 | \$41,290 | \$41,290 | \$94,819 | | | | |
| 3 | 2022-2491 | Mahaffee, Walter | Botrytis Bunch Rot | 3 | \$59,890 | \$59,890 | \$154,709 | | X | | Х |
| 4 | 2022-2320 | Deluc, Laurent | Gene Editing Technology | 2 | \$59,483 | \$59,483 | \$214,192 | | Χ | | Х |
| 5 | 2022-2704 | Osborne, James | MLF Timing and Color | 1 | \$41,699 | \$41,699 | \$255,891 | X | | | |
| 6 | | KC, Achala | GTD management | 1 | \$54,001 | \$54,001 | \$309,892 | | X | | |
| 7 | 2022-2719 | Tomasino, Elizabeth | OR smoke baseline | 1 | \$80,000 | \$50,000 | \$359,892 | Х | | Х | Х |
| 8 | 2022-2679 | Vlach, Josh | Oregon vine mealybug project | 1 | \$112,574 | \$55,000 | \$471,892 | | X | X | |
| 9 | 2022-2734 | Oberholster, Anita | Rapid diagnostic technique for smoke exposure risk assessment. | 1 | \$81,574 | \$57,000 | \$416,892 | Х | Х | Х | Х |
| 10 | 2022-2694 | Tomasino, Elizabeth | Smoke taint sensory interactions | 1 | \$83,901 | | \$416,892 | Х | | | Х |
| 11 | 2022-2641 | Berenguer, Bryan | Modeling Climate Change for Wine Grapes in Oregon | 1 | \$29,578 | | \$416,892 | Х | X | Х | Х |
| 12 | 2022-2479 | Tomasino, | Tropical fruit aroma in wine | 3 | \$59,098 | | \$214,192 | Х | | | |
| 13 | 2022-2696 | Khlystov, Andrey | Evaluation of samplers for smoke taint prediction | 1 | \$59,224 | | \$416,892 | Х | | Х | |
| 14 | 2022-2714 | Bondada, Bhaskar | Mechanistic understanding of berry shrivel | 1 | \$42,455 | | \$471,892 | Х | | Х | |
| 15 | 2022-2686 | Moretti, Marcelo L | Electric Weed Control | 1 | \$64,296 | | \$416,892 | | | | |

or.

The boards of OWA and OWB agree to the following:

For the sake of the industry and those who support our industry, there should be only one non-competing, live, in-person event that is titled "Oregon Wine Symposium".

This agreement that there should be a single, non-competing, live, in-person event is something that should happen in 2023, but also goes well beyond 2023.

This agreement does not exclude OWA or OWB from conducting other educational events, either virtual or in-person, as long as they are separated from OWS in time, space and name. This would preclude any other event using the name "Oregon Wine Symposium". It would also preclude any event that could confuse industry members that it was a competing event with OWS.

The OWA and OWB will work together to put on one Symposium in 2023. Because planning for the 2023 Symposium is already underway, we do not have time to develop a longer-term strategy before this event needs to move forward. Thus 2023 is a transitional year, and the structure of how the event is arranged in 2023 does not necessarily define how it will be run in 2024 and beyond.

In 2023 the event will be structured as either a side-by-side or an event where OWB is a service provider/contractor to OWA. OWA and OWB will quickly work to identify the best model to meet each group's needs, meet the industry need of having one in-person, coordinated event, and provides and equitable division of costs and benefits.

In the longer term, there is the desire to make the Oregon Wine Symposium (OWS) an event that is separate from either OWA or OWB. Both groups agree that the best course of action would be to create a separate entity that owns OWS. That entity is likely to be a separate LLC that is jointly owned by OWA and OWB but has a separate board. That board is likely to include an equal number of members of the OWA and OWB boards but may also include outside board members. In principle, this entity will be owned in equal shares by OWA and OWB (50%/50%).

Both the OWA and OWB will move quickly to flesh out the concept of the separate OWS entity, with the intention of having this organization in place in 2022 and ready to take over ownership of OWS for the 2024 Symposium.

OWA recognizes that OWB has limitations on how they can partner and what value they can provide to other organizations. All plans for 2023 and beyond will take into consideration these limitations on OWB to find solutions that are within the necessary legal structure.

The 2023 event will be structured as a side-by-side event. The organizations will work collaboratively on the show schedule and the full event will be hosted on the www.oregonwinesymposium.com site. Income and expenses for 2023 will be allocated as follows:

| ITEM | OWB | OWA |
|-------------------------|--|--|
| Exhibitor Booth Sales | | 100% |
| Conference Ticket Sales | 100% | |
| Sponsorships | Remaining amount after exhibitor booth revenue is removed except 50% of general event sponsorships (presenting, platinum). | Full retail price (less member discounts) for exhibitor booths included in sponsorship package. 100% of sponsorship revenue related to trade show sponsorships and 50% of general event sponsorships (presenting, platinum). |
| OWA Member Discount | | Amount TBD |
| Audio/Visual | All expenses related to the general session, session rooms, and recording. 50% of wifi cost. | All expenses related to trade show mini session stage and any additional A/V needs on the trade show floor. 50% of wifi cost. |
| Soiree | | 100% total expenses |
| Catering | Direct costs for general session meals and beverage station, plus labor for tasting sessions not on trade show floor. | Direct costs for exhibitor lunches and beverage stations. 50% of boxed lunch on Day 1 or Day 2 lunch in connection with 1-hour OWA Annual Meeting in General Session room. Labor for tasting sessions on trade show floor. |
| Event Misc Expenses | 50% event app, security, photography, insurance, etc. | 50% event app, security, photography, insurance, etc. |
| Marketing | 50% advertisement, program printing, mailers, branding, website development/hosting, etc. | 50% advertisement, program printing, mailers, branding, website development/hosting, etc. |
| Registration | 50% Registration system, bags, lanyards | 50% Registration system, bags, lanyards |

| Rentals | 100% Stage furniture, glassware, radios | |
|-----------------------------|---|--|
| Speakers/Hotel | 100% hotel costs for speakers and OWB board members, plus travel exp for speakers | |
| Staff Travel | 50% event contractor staff hotel plus owb staff | 50% event contractor staff hotel plus owa staff |
| Trade Show | | 100% Exhibitor booth rentals and exhibit hall setup |
| Venue | Session and general hall room rental plus carpeting and other set up expenses including electrical | Exhibit hall rental plus other set up expenses including electrical |
| Event Contractor | Remaining show management fee. | Trade Show Exhibitor/Sponsor Management fee; 50% fee related to shared expenses. |
| Event Contractor Commission | 50% Commission for relevant sponsorship sales | 50% commission for relevant sponsorship sales |

From: <u>Marie Chambers</u>

To: OWB Board; Tom Danowski; Jana McKamey; Jessica Blauert

Subject: OWS 2020 - Revenue/Expense Splits

Date: Friday, April 24, 2020 7:43:02 AM

Attachments: image001.png
OWS 2020 P&L.pdf

Hi everyone – For those attending our meeting today at 11:00, here is a brief rundown of how the revenues and expenses for Symposium have been split in the past (and how it is reflected in the attached P&L for the 2020 event and the expired MOU.)

| ITEM | OWB | OWA |
|-------------------------|--|---|
| Exhibitor Booth Sales | | 100% |
| Conference Ticket Sales | 100% | |
| Sponsorships | Remaining amount after exhibitor booth revenue is | Full retail price (less member discounts) for exhibitor booths |
| | removed. | included in sponsorship package |
| OWA Member Discount | | OWA pays OWB \$60 for each discounted ticket sold. |
| Audio/Visual | All expenses related to the general session, session rooms, and recording. | All expenses related to trade show mini session stage and any additional lighting features on the trade show floor. |
| Soiree | 50% total expenses | 50% total expenses |
| Catering | Direct costs for general session meals and beverage station, plus labor for tasting sessions | Direct costs for exhibitor lunches and beverage stations |
| Event Misc Expenses | 100% event app, security | |
| Marketing | 100% advertisement, program printing, mailers | |
| Registration | 100% Registration system, bags, lanyards | |
| Rentals | 100% Stage furniture, glassware, radios | |
| Speakers/Hotel | 100% hotel costs for speakers and board members, plus travel exp for speakers | |
| Staff Travel | 50% event contractor staff hotel plus owb staff | 50% event contractor staff hotel plus owa staff |
| Trade Show | | 100% Exhibitor booth rentals and exhibit hall setup |
| Venue | Session and general hall room rental plus carpeting and other set up expenses including electrical | Exhibit hall rental plus other set up expenses including electrical |

| Event Contractor | Remaining show management | Trade Show Exhibitor/Sponsor | | |
|-----------------------------|---------------------------|------------------------------|--|--|
| | fee | Management fee | | |
| Event Contractor Commission | 50% Commission for | 50% commission for | | |
| | sponsorship sales | sponsorship sales | | |



Marie Chambers | VP Operations & Finance

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industry.oregonwine.org | visit.oregonwine.org | trade.oregonwine.org

Oregon Wine Symposium Profit Loss Report with Budget vs. Actual Fiscal Year 2019-20 Reported as of 4/18/20

| - | | Original | Cost vs. Budget | % Change from | Previous | % Change | Actual OWB | Actual OWA | Budget | Budget | Variance | Variance |
|------------------------------------|---------|----------|--------------------|---------------------|-------------|-----------|------------|------------|-----------|-----------|-----------|-----------|
| Accrual Basis | Actual | Budget | Variance | Budget | Year Actual | from Prev | Share | Share | OWB Share | OWA Share | OWB Share | OWA Share |
| _ | | | | | | | | | | | | |
| Income | | | | | | | | | | | | |
| Sponsorships | 108,200 | 100,000 | 8,200 | 8% | 103,000 | 5% | 108,200 | - | 100,000 | - | 8,200 | - |
| Exhibitor Booths | 319,905 | 300,000 | 19,905 | 7% | 290,760 | 10% | - | 319,905 | - | 300,000 | - | 19,905 |
| Conference Tickets | 227,050 | 200,000 | 27,050 | 14% | 186,840 | 22% | 227,050 | - | 200,000 | - | 27,050 | - |
| Total Income | 655,155 | 600,000 | 55,155 | 9% | 580,600 | 13% | 335,250 | 319,905 | 300,000 | 300,000 | 35,250 | 19,905 |
| Expense | | | | | | | | | | | | |
| Audio/Visual | 59,300 | 55,500 | (3,800) | 7% | 55,511 | 7% | 54,088 | 5,212 | 50,000 | 5,000 | (4,088) | (212) |
| Soiree | 43,364 | 41,000 | (2,364) | 6% | 40,431 | 7% | 21,682 | 21,682 | 20,500 | 20,500 | (1,182) | (1,182) |
| Catering | 172,904 | 200,801 | 27,897 | -14% | 157.083 | 10% | 107,245 | 65,659 | 152,745 | 48,020 | 45,500 | (17,639) |
| Event Misc Expenses | 6,932 | 6,755 | (177) | 3% | 5,951 | 16% | 6,932 | · _ | 6,755 | - | (177) | - |
| Marketing | 6,514 | 6,000 | (514) | 9% | 5,845 | 11% | 6,514 | _ | 6,000 | _ | (514) | _ |
| Registration | 14,314 | 15,000 | 686 | -5% | 15,746 | -9% | 14,314 | _ | 15,000 | _ | 686 | _ |
| Rentals | 7,673 | 5,000 | (2,673) | 0% | 3,817 | 101% | 7,673 | _ | 5,000 | _ | (2,673) | _ |
| Speakers/Board/Media | 22,413 | 20,000 | (2,413) | 12% | 38,461 | -42% | 22,413 | _ | 20,000 | - | (2,413) | - |
| Staff Travel | 2,609 | 2,500 | (109) | 4% | 2,500 | 4% | 1,399 | 1,210 | 1,250 | 1,250 | (149) | 40 |
| Tradeshow | 22,479 | 30,000 | 7,521 | -25% | 34,219 | -34% | - | 22,479 | - | 30,000 | - | 7,521 |
| Venue | 68,818 | 61,900 | (6,918) | 11% | 51,900 | 33% | 59,597 | 18,010 | 46,200 | 15,700 | (13,397) | (2,310) |
| Event Contractor | 81,900 | 81,900 | - | 0% | 80,264 | 2% | 71,325 | 10,575 | 66,150 | 15,750 | (5,175) | 5,175 |
| Event Contractor Commission | 31,850 | 25,000 | (6,850) | 27% | 25,000 | 27% | 15,925 | 15,925 | 12,500 | 12,500 | (3,425) | (3,425) |
| OWA Discount Buyout (Backcharged) | 23,760 | 26,280 | 2,520 | -10% | 26,280 | -10% | - | 23,760 | - | 26,280 | · - | 2,520 |
| Total Expense | 564,829 | 577,636 | 12,807 | -2% | 543,008 | 4% | 389,107 | 184,512 | 402,100 | 175,000 | 12,993 | (9,512) |
| Net Income | 90,326 | 22,364 | 67,962 | 304% | 37,592 | 140% | (53,857) | 135,393 | (102,100) | 125,000 | 48,243 | 10,393 |
| = | | | | | | | | | | | | |

Total Expenses w/o Backcharges

541,069

551,356

True Booth Cost \$ 613.67

396

OWA Tickets

438

OWB 2022-23 Budget Wish List

- 2022 Economic Impact Report (approx. \$20,000)
- Wine Country License Plate grant matching (approx. \$25,000)
- Online marketing contractor (approx. \$25,000)
- Additional market research funding (for example: Community Benchmark data mining and other projects @ approx. \$20,000)
- A more accurate income & expense profile for '23 Oregon Wine Symposium when revenues & costs are more clearly projectable
- Additional media tour funding (approx. \$10,000)
- The Board can insert Value Network Analysis consulting (approx. \$9,000) where it wants in this ranking
- An additional in-person OWB meeting for approx. \$9,000 (one in-person mtg. is currently budgeted in '22-'23)

Oregon Wine Month 2022 Updates.

Education.

- 6 unique webinars for trade, industry, and consumers highlighting all regions in collaboration w/ regional associations
- Average webinar registrations over 400 with recordings made available at www.trade.oregonwine.org/events
- 100 trade scholarships available for updated Napa Valley Wine Academy Oregon Expert certification

Advertising & Organic Social.

- Paid advertising on Google and Facebook
- All efforts driving traffic to consumer sweepstakes offering and educational webinars for trade/industry/consumer
- Organic social on LinkedIn and Instagram
- Trade promotion on SGWS Proof

Point of Sale.

- 9,000 units of complimentary printed POS delivered nationwide – case cards and shelf blades for tasting rooms & on/off premise
- Numerous digital files for social, e-commerce, POS, and customization available at www.industry.oregonwine.org/resources/toolkits/oregon-wine-month
- Collaboration with regional associations on POS

Consumer Website.

- Consumer website OWM landing page with sweepstakes and overall promotion in newsletters and organic social channels
- QR code for promotion driving traffic to this site
- Sweepstakes go live date 4.26.22





APRIL BOARD PACKET Trade relations update

Prepared by: David DeWitt

Oregon Wine Month Trade updates

Strategic objectives

Market Expansion, Brand Equity

Overview

Since 2012, the Oregon wine industry has celebrated Oregon Wine Month annually in May as a promotional period of focused trial and awareness.

Status

The OWB has been in communication with regional and national trade partners to align efforts in promotion and strategy to increase sales through marketing efforts and presentations. These efforts have been focused with association partners, wineries, and distributors to develop cohesive action plans for May 2022 and beyond. Partners and target retailers include RNDC, WVWA, Kroger, New Seasons, Port of PDX, Market of Choice, and more.

- WVWA and OWB have confirmed support from New Season's Markets, Safeway/Albertson's, Market of Choice.
- Printed POS fulfillment has been executed for on/off premise, distributors, and tasting rooms shipping over 9,000 pieces of collateral.
- All digital assets for social/e-commerce completed and uploaded to OWM toolkit along w/ digital POS files.
- Alaskan Airlines Lounge has booked tasting events for May from producers statewide. Additional
 outlets at PDX Airport are executing tasting events utilizing OWM/OWB POS.
- Sweepstake's offering is being communicated through POS and paid digital advertising beginning 4.26.22.
- OWM educational webinars scheduled and being executed for all trade, industry and consumer running April through May with Bree Stock.
- Napa Valley Wine Academy Oregon Wine Expert certification program offering for 100 trade/industry individuals.

Next steps and timing

- Finalize Regional sweepstakes details to promote on consumer site for national contest.
- Work with Distribution partners to execute suite of OWM offerings ongoing.
- Continue to promote educational webinars for high level of attendance and regional collaboration. Capture and analyze engagement for recap.
- Updates to Oregon Expert curriculum covered by NVWA and execution of 100 course offerings



established amongst association members and trade/industry by end of April.

July 12 OWM recap and planning meeting.

Resource Studio Updates

Strategic objectives

Brand Equity, Market Expansion, Wine Tourism, Insights and Integration

Overview

Overhaul presentations with True Character branding and update information to the trade Resource Studio.

Status

The Resource Studio is currently under construction with refreshed branding and current statistics.

- Update all AVA's information and add PDX Urban Wineries presentation.
- Supplement additional presentations with current accolades and endorsements to completely refresh the "Full Story" download.
- Design work is completed and finalizing updated Vineyard and Winery information, Sustainability, Acclaim, and Industry performance slides.

Next steps and timing

- Implementing Danny Brager's sales data and recent publication acclaim with designer, completion end of April.
- Outreach with AVA associations and industry contacts is ongoing along with utilizing the 2021 Winery and Vineyard Report for presentation updates. Completion goal by end of April.

TEXSOM 2022 – Texsom International Wine Awards

Strategic objectives

Brand Equity, Market Expansion

Overview

TEXSOM is regarded as one of the premier trade/industry conferences in the country with international participation. TEXSOM Awards brings the industry together to identify and champion beverages of quality and distinction from around the world, invests in brand-building for all award-winners, and creates additional avenues to market and exposure through the extensive sommelier and beverage industry network.

Status

We will be working with the industry to encourage submissions to TIWA.

- Submissions and awards have been steadily increasing since OWB's involvement.
- Since 2016 OWB has participated in the conference and awards process.



- In 2020 174 wines were awarded medals from all regions.
- The OWB has partnered with Fed Ex to cover shipping costs for interested wineries.

Next steps and timing

- Finalize list of wineries that submitted in May with TEXSOM contacts.
- Planning for TEXSOM event Q3 of 2022.

2022 OWB BOARD MEETINGS SCHEDULE

| DATE | RECOMMENDED FORMAT | LOCATION |
|--|--------------------|------------------------------|
| Thursday, March 3 | In-person/Zoom | Salem/Zoom |
| Thursday, April 21 (Research proposals) | Virtual | N/A |
| Wednesday, June 8 & Thursday, June 9 (reception & Board meeting) | In-person | The Rocks/Walla Walla Valley |
| Thursday, August 11 | Virtual | N/A |
| October (TBD) | Virtual | N/A |
| Thursday, December 1 & Friday, December 2 (Board dinner & Board meeting) | TBD | TBD |

