



DECEMBER 2, 2022

Oregon Wine Board Meeting Agenda **FINAL**

Virtual [Zoom Link](#)

Time	Topic	Documents	Leader
9:00 – 9:30 a.m.	Executive Session <ul style="list-style-type: none">Industry Awards		J. King
9:45 a.m.	Public Board Meeting Opening		J. King
9:45 – 11:00 a.m. (1 hour, 15 minutes)	Matters for Decision <ul style="list-style-type: none">Approve Aug. 11 Board meeting minutesApprove Aug. 11 Executive Session meeting minutesFinance Committee<ul style="list-style-type: none">2022-23 Revised Budget2023 Board Officer ElectionsIndustry Award NominationsStrategic Review Facilitator SelectionStrategic Review Steering Committee (two Board Directors)	<ul style="list-style-type: none">DRAFT Board meeting minutes from Aug. 11DRAFT minutes from Exec. Session Aug. 11Profit & Loss statementIndustry Awards infoStrategic Review Facilitator Proposals	J. King M. Chambers D. O'Donoghue J. King J. King J. King
11:00 a.m. – 12:30 p.m. (1 hour, 30 minutes)	Matters for Discussion <ul style="list-style-type: none">OWC Presentation (40 min.)<ul style="list-style-type: none">2023 Legislative SessionMarch 2, June 1 & August 24, 2023 Board MeetingsValue Network Analysis Workshop Debrief		F. Barrie S. Tannahill T. Danowski D. O'Donoghue J. King

ATTENDEES

Board

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

Staff

Tom Danowski, Marie Chambers, David DeWitt, Celine Fauveau, Neil Ferguson, Linea Gagliano, Stacey Kohler, Bree Stock

Guests

Fawn Barrie & Sam Tannahill (OWC), Lindsey Zagar (Del Rio)



AUGUST 11, 2022

Board meeting minutes **DRAFT**

[Recording Link](#)

ATTENDEES

Board

Justin King, Donna Morris, Bob Morus, Dennis O'Donoghue, Tiquette Bramlett, Cristina Gonzales, Greg Jones

Absent

Eugenia Keegan (designated Donna Morris as her proxy), Jason Tosch

Staff

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

Guests

Jana McKamey & Brian Gruber (OWA), Devon Morales & Sarah Buchanan (Crosswater Strategies), Elisa Ford & Julie Pond (NWCSF), Allen Holstein, Celine Fauveau

MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 10:04 a.m.

MATTERS FOR DECISION

Review of meeting minutes

The Board reviewed the minutes from the June 9 public Board meeting.

- **MOTION:** D. O'Donoghue moved that the June 9 meeting minutes be approved as submitted. G. Jones seconded. The motion carried 8-0.

The Board reviewed the minutes from the June 29 Executive Session meeting.

- **MOTION:** D. O'Donoghue moved that the June 29 meeting minutes be approved as submitted. G. Jones seconded. The motion carried 8-0.

Finance Committee

M. Chambers presented the final 2021-22 financial statements through June 30, 2022.

- OWB year-end income was up 6% versus plan
- Expenses came in about 15% less than budgeted
- A little over \$770,000 in surplus will roll over into the next fiscal year
- An adjusted budget for 2022-23 will be presented at the December 2022 Board meeting

- **MOTION:** D. Morris moved that the 2021-22 Balance Sheet and P&L be accepted as submitted. D. O'Donoghue seconded. The motion carried 8-0.

The Board discussed allocating dollars in the 2022-23 fiscal year for a Value Network Analysis for OWB staff and OWB committee chairs and leads.

- The Board discussed whether or not to bypass a competitive bid process and contract exclusively with the consultants who presented to the Board on June 9.
- The Board agreed that the VNA consultants should send a formal proposal and include their DEI statement and commitments.
- **MOTION:** D. O'Donoghue moved to allocate dollars in the 2022-23 budget year and sole source a contract for Value Network Analysis. G. Jones seconded. The motion carried 8-0.

MATTERS FOR DISCUSSION

OWA Presentation

J. McKamey, Brian Gruber (OWA), and Devon Morales (Crosswater Strategies) briefed the Board on the Association's key 2022 priorities and potential 2023 legislative policy issues affecting the Oregon Wine Industry.

- **ACTION:** In support of a General Fund request for Research, Marketing, and Education funding for OWB as a follow-on to HB 5006 in 2017 (\$500,000), OWA has asked that the OWB provide a report on how the dollars were allocated and also provide a proposal on how future funding could be used for OR Wine Board priorities.

Education Committee

B. Stock updated the Board on the Education Committee's work on the development of the 2023 Oregon Wine Symposium.

- The DoJ will soon be providing an updated draft agreement for review by the OWA and the OWB.
- The Oregon Convention Center has been locked in for the dates of February 14-15, 2023.

OWB Strategic Review

J. King provided a brief overview on the scope and timing of the OWB strategic review.

International Marketing

- B. Morus gave a recap on the 2021-22 international marketing programming.
- B. Morus also gave an update on the 2022-23 programming and proposed calendar of activities.
- M. Chambers invited the Board to the next international marketing committee on Aug. 30.

MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 11:50 a.m.



AUGUST 11, 2022
Executive Session

9 – 9:45 a.m.

The Oregon Wine Board Directors met in Executive Session:

- Topics discussed:
 - Suggestions for improvements to conflict-of-interest policy
 - Wine Industry and Tourism associations meeting
 - Need to define the goal of these meetings and have understanding of all stakeholders
 - Need to establish process for creating agenda
 - Meeting should be facilitated by OWB/Tom
 - Strategic Plan Review process and timeline

2022-23 Profit Loss Statement with Cost vs. Budget
 REPORTED AS OF OCT 31, 2022

OREGON WINE BOARD

Modified Accrual	Annual Approved Budget	Year to Date			Year End Forecast	Prior Year End
		Income & Expenses	Budget Earned	Budget Variance		
INCOME						
4100 · Grape Assessment (\$25/ton)	1,831,681	664,139	487,878	176,262	1,831,681	2,049,862
4200 · Wine Tax (2c/gal)	316,602	97,570	105,534	(7,964)	316,602	352,194
4300 · Program Revenue						
4310 · Symposium Revenue	100,000	4,680	4,680	-	355,000	101,051
4500 · Other Income	50	19	17	(2)	50	60
4600 · Grant Revenue	84,500	84,500	84,500	-	84,500	98,750
4690 · HB 5006 Funds (MARIS)	55,956	-	-	-	55,956	-
TOTAL INCOME	2,388,789	850,907	682,608	168,295	2,643,789	2,601,917
EXPENSE						
1R000 · Research.						
R100 · Vit & Enological Research	375,000	180,205	187,500	7,295	375,000	287,766
R800 · Research. Administration	8,000	91	1,000	909	8,000	7,707
R900 · Research.Employee Compensation	62,448	23,187	20,816	(2,371)	62,448	23,297
1R000 · Research.	445,448	203,483	209,316	5,833	445,448	318,769
2E000 · Education.						
E100 · Symposium	100,000	50,180	50,180	-	355,000	104,204
E200 · Education Projects	88,500	84,750	84,500	(250)	88,500	87,750
E300 · Trade Education	-	-	-	-	-	-
E800 · Education.Administration	4,000	3,887	1,333	(2,553)	8,000	6,232
E900 · Education.Employee Compensation	163,201	63,444	54,400	(9,044)	163,201	119,602
2E000 · Education.	355,701	202,261	190,414	(11,847)	614,701	317,789
3M000 · Marketing & Communications						
B000 · Brand Equity & Identity	3,000	-	-	-	3,000	139,833
T000 · Tourism	193,000	9,005	9,005	0	193,000	40,549
X000 · Market Expansion	120,000	92,077	70,078	(21,999)	120,000	276,824
C000 · Communications	222,497	86,139	91,524	5,386	222,497	170,645
M800 · Marketing.Administration	7,000	820	2,000	1,180	7,000	3,312
M900 · Marketing.Employee Compensation	285,366	96,885	95,122	(1,763)	285,366	168,737
3M000 · Marketing & Communications	830,863	284,926	267,729	(17,197)	830,863	799,899
4K000 · Knowledge & Insights						
R200 · Industry Research	75,000	-	-	-	75,000	40,650
M300 · Marketing Research	22,500	500	500	-	22,500	4,150
K900 · Employee Compensation	29,661	14,601	9,887	(4,714)	29,661	23,297
4K000 · Knowledge & Insights	127,161	15,101	10,387	(4,714)	127,161	68,097
5L000 · Leadership & Partnership						
L100 ·Regional Meetings	2,500	-	-	-	2,500	838
G301 · Grant Writing	-	-	-	-	-	-
G200 · Program Sponsorships/Contributions	10,000	1,500	1,500	-	10,000	2,905
G400 · Engagement Dashboard	-	-	-	-	-	-
G600 · Industry Relations	30,000	11,842	13,333	1,491	30,000	27,633
L800 · Leadership & Partnership Admin	3,000	305	1,000	695	3,000	300
L900 · Employee Compensation	111,807	36,910	37,269	359	111,807	23,297
5L000 · Leadership & Partnership	157,307	50,558	53,102	2,545	157,307	54,974
G100 · Board Administration	10,000	334	334	0	10,000	17,968
G300 · Consultants	-	-	-	-	-	8,500
G500 · Office Administration	38,000	14,302	12,333	(1,968)	38,000	40,696
G800 · Staff Administration	70,000	22,622	19,990	(2,632)	70,000	62,537
G900 · Employee Compensation.G&A	294,463	100,674	98,154	(2,520)	294,463	550,174
G901 · Employee Retirement Allocation	50,000	-	16,667	16,667	50,000	-
G999 · Accrued PTO Balances	100,000	63,280	100,000	36,720	65,000	-
6G000 · General & Admin	512,463	137,931	230,812	29,601	477,463	679,875
TOTAL EXPENSE	2,428,943	894,259	961,760	4,221	2,652,943	2,239,402
NET INCOME	(40,154)	(43,352)	(279,152)	164,074	(9,154)	362,515
Beginning Balance	1,302,777	1,302,777			1,302,777	940,262
Ending Balance	1,262,623	1,259,425			1,293,623	1,302,777
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	549,504	549,504			549,504	565,483
Surplus/Deficit After Reserve Goal	713,119	709,921			744,119	737,294
Total Compensation	1,134,428	377,213	378,143	930	1,134,428	1,014,661



MATTERS FOR NOTING

- Trade Relations Update



DECEMBER 2022 BOARD PACKET

Trade relations update

Prepared by: David DeWitt

Oregon Wine Month 3-tier 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 the promotion and strategy to increase market share in targeted retailers. These efforts have been focused with association partners, wineries, and distributors to develop cohesive activation for May 2023 and beyond.

- OWB and WVWA have collaborated on initial planning with a focus on regional retailers for execution.
- OWB has secured regional food promotional partners and non-profits for cause marketing to amplify efforts in 2023.
- Published the first OWM sell sheet in September and is developing presentation deck for Q4.
- The OWB will continue to request regional feedback on our shared outlined efforts to make OWM 2023 successful for all involved.

Next steps and timing

- January meetings with key regional retailers are being scheduled.
- OWB will continue to finalize and share specific resources for the trade, releasing a final OWM deck and broad presentation at Oregon Wine Symposium February 2023.

TEXSOM/TIWA 2022 – volunteer luncheon & 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. The audience is staffed and attended by on and off premise buyers who are at various levels of knowledge. The volunteer lunch is a fantastic event OWB has historically participated in. We showcase Oregon to established and emerging wine buyers and “taste makers” at the beginning of the event.

Status

OWB returned to Dallas to host and present at the volunteer luncheon in August.



- The luncheon was held on 8.28.22 and was attended by over 70 volunteers and 20 TEXSOM workers.
- Bree Stock presented to the group educating on all wine regions of Oregon showcasing TIWA awarded wines.
- All attendees contact information were gathered and the OWB raffled off 10 trade scholarships to the Napa Valley Wine Academy's Oregon On-line Wine Expert Course.

Next steps and timing

- OWB will facilitate entry to TIWA Awards 2023 and provide shipping for interested wineries.