



OREGON WINE INDUSTRY COMMUNICATIONS & COORDINATION FORUM

Meeting Notes: March 19, 2020

10:00 a.m.

AGENDA

- Welcome & Purpose of this Forum
- Coordination of Industry Communications
- Legislative, Policy, Regulatory Developments and Upcoming Industry Actions
- Rescheduling of Industry Activities
- Updates on a few projects of interest to all at this time from OWB and selected industry members

WELCOME & PURPOSE OF THIS FORUM

- **BACKGROUND:** Following Governor Brown's March 16 Executive Order 20-07, restricting normal restaurant, bar and winery tasting room operations in Oregon, many questions have presented themselves. More importantly, the global business climate is changing dramatically in response to the COVID-19 pandemic. This Oregon wine industry forum offers an opportunity for business leaders to come together periodically to confirm what we know and to identify gaps in our understanding of key issues that deserve our continued attention.
- **PURPOSE:** Foster Oregon wine industry dialogue in response to COVID-19. This series of meetings is a joint effort between OWB and WVWA to bring together voices from across the state, along with affiliated experts, to identify the range of issues stemming from the emergency, exchange ideas and coordinate communications and action plans.

COORDINATION OF INDUSTRY COMMUNICATIONS

NEXT STEPS/ACTION ITEMS:

- All attendees will take pertinent information back to their regional groups, AVAs and other interested parties
- The OWB will work with the OWA to fold in legislative and regulatory updates to OWB industry bulletins
- The Oregon Wine Council offered to make some of its member communications available to the broader industry. OWC is working with the Governor's office to ensure our industry's activities are considered "essential business activities" should a Shelter-in-Place be forthcoming. Further, a new advisory from Homeland Security Administration ([Guidance on Essential Workforce](#)) was published yesterday which will be a helpful guide for states, counties, cities and businesses. OWC will be working at the state capital and has reached out to OWA to work together on priority areas important to the industry.
- There was a request for regular updates detailing lobbying and advocacy activities demonstrating that the wine industry has a consistent voice with legislators.
- The next forum discussion is scheduled 3/24/20 at 9:00 am. Future meetings will be coordinated through the Go to Meeting app. (details to follow)

LEGISLATIVE, POLICY, REGULATORY DEVELOPMENTS AND UPCOMING INDUSTRY ACTIONS

NEXT STEPS/ACTION ITEMS:

- After OWA's Public Policy meeting on 3/19/2020, a letter is expected on behalf of the industry to lawmakers asking for action on issues including zero interest business loans, deferred excise and payroll taxes, immediate relief for small businesses and expanded, more accessible unemployment benefits.
- Dan Jarman (Crosswater Strategies) offered to draft a summary of developments in Salem and to monitor progress of the Special Joint Committee on Coronavirus Response.
- OWB will communicate to the industry that the OLCC is allowing same day shipping to be permitted instantly upon the winery's submission of the permit application. OLCC is formally



reviewing certain shipping and delivery rules today.

- A new development was discussed involving the current legal requirement that an adult signature is required on DtC deliveries. Verification that the recipient is at least 21 is still mandatory, but the delivery driver may be able to confirm that after inspecting the customer ID. Kelly Luzania (DWT) will confirm the policy wineries need to now be aware of when fulfilling DtC orders via common carriers. We also need to clarify current rules and any changes to OLCC rules when wineries contract with “for-hire” drivers
- Winemakers should be aware that tastings and wine sampling during pickup parties with wine club members are not allowed, nor are events or private tastings on a licensee’s premises. These restrictions are consistent with Gov. Brown’s Executive Order 20-07. No pouring for groups or individuals is permitted at this time. No on-premise consumption.

RESCHEDULING OF INDUSTRY ACTIVITIES

NEXT STEPS/ACTION ITEMS:

- The Oregon Wine Trail event in Seattle in May has been postponed
- OWB International tasting events in Canada have been cancelled
- WVWA’s Annual Pinot noir auction will now be held as an online, virtual event
- Umpqua Valley’s *Greatest of the Grape* is postponed until Sept. 12
- OWB International Committee meeting on April 16 will convene online
- WVWA’s Chicago event “Pinot in the City” is still calendared for mid-July
- Potential rescheduling of the *Oregon Wine Experience* in August is being discussed
- OWA’s “Crush on Oregon” tasting in Portland originally scheduled for June 7 is postponed until summer or fall

UPDATES ON PROJECTS FROM OWB & INDUSTRY MEMBERS

- Media are still seeking positive stories to balance the negative
 - The Wine Advocate Oregon report by Erin Brooks will be out this week or next in part one
 - Decanter is hosting a comprehensive virtual tasting, and a call for Oregon Chardonnay samples is posted here, due April 18: <https://industry.oregonwine.org/news-and-media/charles-curtis-mw-seeks-oregon-chardonnay-samples-by-april-18/>. Decanter’s reach is 660,000 wine lovers globally.
 - OWB will do media tours virtually, including the upcoming tour with Washington in May
 - 49 writers are confirmed so far to attend excursions with the Wine Media Conference
- The OWB’s COVID-19 toolkit includes details and a discount offer to attend an online workshop on hosting virtual tastings for \$125. It will be held on Monday, March 23rd: <https://www.eventbrite.com/e/virtual-wine-tasting-setup-in-5-steps-or-less-tickets-99751116274>
- The OWB will continue with plans to field the annual Vineyard and Winery Report Survey and remind the industry that there are several issues that are dependent on these responses.
- The OWB Chair mentioned an idea to develop a discussion group involving Oregon winery principals, sales leaders and others, including those from leading national distributors, to better understand the changes and potential disruptions coming to the three-tier business model as a result of current global economic pressures. There was agreement that Oregon wineries have significant opportunities to work more effectively with distributors as the supply chain evolves to serve a new and dynamic marketplace.
- WVWA expressed significant concern that many Oregon wine businesses are at near-term risk and need urgent marketing programming. WVWA asked for regional associations to offer opinions on accessing more statewide resources to fund marketing programs promoting DtC business. OWB will convene a teleconference dedicated to this subject on 3/20/2020. A specific request was made to review the Oregon Wine Month promotion plan for budget flexibility that could potentially be redirected to alternative promotional activities.

Meeting adjourned at 11:48 a.m.



PARTICIPATING MEMBERS

Scott Neal scott@cdtvineyard.com ; Morgen McLaughlin morgen@willamettewines.com Steve Robertson steve@delmaswines.com ; Debby Phaneuf coordinator@columbiagorgewine.com ; John Pratt kjohnpratt@gmail.com ; Scott Steingraber scott@krisellecellars.com ; Craig Camp craig@troonvineyard.com ; Jana McKamey jana@oregonwinegrowers.org ; Eugenia Keegan eugeniakeegan@gmail.com ; Donna Morris donna@winderlea.com ; Marie Chambers marie@oregonwine.org ; Kevin Chambers kevin@koosah.farm ; robert@phelpscreekvineyards.com ; Hilda Jones hilda@abacela.com ; Jason Tosch jasantosch@hotmail.com ; Justin King justink@kingestate.com ; Barbara Steele barbara@cowhornwine.com ; All Users allusers@oregonwine.org ; Elin Miller elin@elinmiller.com ; Ken Johnston Ken@winemakersllc.com ; bertony abbeycreekvineyard.com bertony@abbeycreekvineyard.com ; Bob Hackett bob@southernoregon.org ; Jean Kurtz jeank.uvw@gmail.com ; Terry Brandborg terrybrandborg@gmail.com ; Robert Hanson Robert@wallawallawine.com ; Laurie Lewis winegoddess@hipchicksdowine.com ; Julia Burke julia@willamettewines.com ; Cathy Martin cathy@argylewinery.com ; Dan Warnshuis dan@utopiawine.com ; Joel Kiff kiff@onlinemac.com ; Bruce Sonnen bruce@vanduzer.com ; Jessica Thomas jessica@sweetcheekswinery.com ; andy@walterscottwines.com ; Mike McNally mike@fairsingvineyard.com ; Karolyn Wright chehalemmountains@gmail.com ; Ariel Eberle eberlea@gmail.com ; Bree Boskov bree@oregonwine.org ; Ximena Orrego ximena@atticuswine.com ; Jodee King jodeek@kingestate.com ; Pat O'Connell pato@kingestate.com ; Ed King edk@kingestate.com ; Nora nora@krisellecellars.com ; Sally@oregonwine.org ; Steve Thomson steve@crustomvineyards.com

