



COVID-19 INDUSTRY DISCUSSION FORUM MEETING NOTES

MAY 12, 2020

ATTENDEES

INDUSTRY & PARTNERS:

David Adelsheim, Ross Allen, Evyan Andries, Fawn Barrie, Jessica Blauert, Terry Brandborg, Ellen Brittan, Julia Burke, Kevin Chambers, Kerry Damon, Ariel Eberle, Matthew Farver, Bertony Faustin, Denise Flora, Maggi Gerhard, Bob Hackett, Robert Hanson, Anna Hatcher, Dan Jarman, Ken Johnston, Hilda Jones, Carrie Kalscheuer Eugenia Keegan, Mike Keunz, Joel Kiff, Ed King, Jodee King, Justin King, Jean Kurtz, Nora Lancaster, Laurie Lewis, Kelly Luzania, Jesse Lyon, Cathy Martin, Jana McKamey, Morgen McLaughlin, Mike McNally, Elin Miller, Donna Morris, Bob Morus, Scott Neal, Mia Noren, Ximena Orrego, Gary Oxley, Alyssa Petroff, Bruce Sonnen, Barb Steele, Andy Steinman, GinaLisa Tamayo, Jessica Thomas, Steve Thomson, Jason Tosch, Christie Totten, Dan Warnshuis, Carolyn Wasem, Eric Weisinger

STAFF:

Margaret Bray, Marie Chambers, Tom Danowski, Christina DeArment, Stacey Kohler, Kai McMurtry, Sally Murdoch, Bree Stock, Jess Willey

OBJECTIVES

This meeting covered the following:

- Update from OWB and regional associations
- Follow-up on charitable giving guidelines and OLCC licensed floorplans
- Overview of new Guidelines for Wine Tasting Room Operations in Response to the COVID-19
- Federal Legislative Update
- State Legislative & Regulatory Update

BACKGROUND

This Oregon wine industry forum offers an opportunity for business leaders from around the state to come together periodically during the COVID-19 crisis to share what is known and to identify gaps in our understanding of key issues that deserve continued attention.

SUMMARY OF DISCUSSION

Oregon Wine Board and Regional Association Update

- The OWB's new [Oregon Vine Perks](#) loyalty program launched to the industry last Friday. Wineries are encouraged to enroll before Friday, as promotion to consumers will start on Monday, May 18. A press release will go out this week announcing the program to media for trade and consumers.
- Media relations update: Sally Murdoch (OWB) is keeping an eye on county-level opening information to be able to message proactively at the beginning, middle and toward the end of the reopening process. Plans for two virtual media tours are in the works: a cross-border tour with Washington Wine Commission for later this month and possibly one in lieu of Wine Media Conference that was to happen in August but has been canceled.
- Wineries are encouraged to update their tasting room profiles on OWB's [visit.oregonwine.org](#) as they adjust hours or appointment requirements or visitor protocols when reopening.
- Morgen McLaughlin (WVWA) expressed a desire for coordination among regional associations to help mitigate consumer confusion with county-by-county reopenings.

Follow-ups from Last Week's Meeting

- Jana McKamey (OWA) shared the following updates:



- Legal guidance from Davis Wright Tremaine regarding compliant charitable giving is in draft form and will be circulated later this week.
- OLCC is working on creating a process for submission and review of updated floorplans for licensed wineries.

Update on Development of Tasting Room Guidelines

- Mike McNally & Carrie Kalscheuer shared an update and summary overview of the document that the industry's work group has prepared on [Guidelines for Wine Tasting Room Operations in Response to COVID-19](#).
 - A variety of official sources and guidelines were consulted to create a document specific to how wine tasting rooms can operate in a manner that is safe, sanitary and in compliance with state guidelines for [employers](#) and the [Restaurant and Food Service sector](#).
 - The document outlines operating protocols covering six topics: Physical Distancing and Occupancy Protocols; Infection Prevention Measures; Operational Measures; Cleaning and Sanitization Guidelines; Organizational and Administrative Guidelines; Personnel Illness Management Guidelines.
 - The document is under final legal review (minor legal feedback received during the meeting) and awaiting one more association endorsement. Expect to finalize and circulate by Wednesday, May 13.
 - Statewide and regional groups are encouraged to share among members widely. The industry consensus is to advise that wineries ensure they are prepared to operate safely and in compliance before reopening.
 - The document is not intended to be legal advice and does not limit an individual business's liability. All businesses are advised to consult with their own legal advisers.
- Q&A on the document:
 - Q: Lots of talk about reopenings starting Friday, May 15 – how likely is this?
 - A: All but 4 counties have submitted to reopen. Uncertain how long it will take for Governor's office to review applications.
 - Q: Could organizations mass-print risk advisory signage and distribute?
 - A: Recommend individual businesses discuss with their legal counsel. Some businesses may choose to customize their messaging.
 - Q: Has the org sector group talked about common language to use on signage?
 - A: No, however the [OHA website](#) offers some signage options.
ACTION: OWB to add to COVID-19 toolkit.
 - Q: Memorial Day Open Houses – What restrictions are in place?
 - A: There is no limit to the number of people that can be hosted, so long as you are able to manage social distancing between associated groups / individuals.
 - Messaging around opening is “slow and safe;” don't encourage large crowds.
 - It's important to ensure events are staffed to manage physical distancing.
 - Q: Can food be served at tasting rooms? Is on premise consumption of food allowed?
 - A: Food service and on-site consumption are allowed so long as service is in compliance with the [rules for the restaurant and food service sector](#).
 - Q: Ag requirements specify restroom cleaning protocols. Is there anything similar for tasting rooms?
 - A: Nothing specific is provided for this sector, but there is a general guideline to “frequently sanitize heavily used areas.”



- One recommended best practice is to create a cleaning checklist with specified frequency for each task.
 - Q: Can you share procedures for dealing with “obnoxious people”? A: Follow guidelines for visible intoxication and request to vacate if necessary.
 - WVWA is requiring wineries to post policies and procedures on website. Recommend wineries communicate their expectations clearly to consumers.
 - Q: How to get others who are not association members in the loop? A: Everyone is part of OWB; if they are not getting our info, please have them let us know – info@oregonwine.org
- Recommendations from the group:
 - Add guidance around single-use bags, similar to what many grocery stores are doing.
 - Suggest that a final rinse for glassware with distilled water is a decent substitute for polishing with a rag.
 - Recommend industry-wide communication that reminds people that individual business’s practices can impact the entire industry, particularly in the realm of PR, and encourage people to consider the collective impact of their business protocols.
 - **ACTION:** Elin Miller (OWC) will send Sally Murdoch a [post](#) from National Association of Corporate Directors, entitled Reopening Business Brings Reputational Risk, on how negative stories impact brand image.

Federal Legislative Update:

- Jana McKamey shared that House Democrats introduced legislation for a new \$3 trillion coronavirus relief bill, which is expected to be passed on a party-line vote as Republicans have been calling for a pause on additional legislation. The initiative is intended to prompt additional conversation around relief
- Mia Noren (OWA lobbying firm Crosswater Strategies) provided further detail on the bill, which is primarily targeted at frontline and healthcare workers, and includes some provisions for ag producers, particularly livestock, dairy and specialty crops. The ag portion has two primary parts: 1) \$100 billion grant program available to eligible states to support specialty crops; and 2) direct payments to producers of specialty crops, livestock and other ag sectors in the amount of 85% of actual commodity losses.

State Legislative & Regulatory Update:

Dan Jarman (Crosswater Strategies) provided the following update:

- The OSHA Director has delayed enforcement until June 1 on new [field sanitation and emergency housing rules](#), despite the ag sector asking for a 60-day grace period on enforcement. Key legislators are supportive of the ag industry’s requests, and in particular the Oregon Farm Bureau is pushing to remove bunk bed prohibitions for worker housing. The Governor’s office is encouraging light enforcement between now and June 1 with an emphasis on education.
- Gov. Brown announced a proposal for “Protecting Oregon’s Food Supply and Essential Agricultural Workers.” The \$29.5 million proposal is in draft form and the Governor’s office is seeking ag industry feedback. The proposal covers three areas as outlined in [this 1-page document](#): 1) ag worker housing (\$10m); sanitation (\$6m); and mitigating outbreaks (\$13.5m).
- Legislative interim committees will begin meeting online later this month, and the Senate will convene in June. The Emergency Board will continue to meet to allocate federal funds. There has not been any decision yet on special session issues or timing.
- The state revenue forecast will come out May 20, which will give a better picture of the short, medium, and long term funding challenges facing the State. State agencies have been asked to look to reduce their biennial budgets by \$3 billion in total.
 - The Oregon Department of Agriculture has reduced their budget by \$4 million by canceling



two trade missions to Asia and reducing pesticide stewardship program and grants. The Legislative Fiscal Office is asking agencies to consider additional 15% cuts.

- Business community and other industry groups are preparing for an eventual special session; the wine industry should also consider its list of specific requests for industry support.