



AUGUST 7, 2024

Board meeting minutes **FINAL**

ATTENDEES

Board

Greg Jones, Tiquette Bramlett, Justin King, Gary Mortensen, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Anna Maria Ponzi, Adam Ramirez

Staff

Gina Bianco, Margaret Bray, Sally Crawford, David DeWitt, Stacey Kohler, Bree Stock, Katie von Bargaen

Guests

Carissa Cook

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 9:03 a.m.

Review of meeting minutes

- The Board reviewed the meeting minutes from June 17, 2024.

MOTION: T. Bramlett moved that the June 17 meeting minutes be approved. A. Kraemer seconded. The motion carried 7-0 (G. Mortensen and M. Ponzi not yet in attendance).

Executive Director Update

- G. Bianco introduced Carissa Cook as OWB's Marketing & Insights Director effective as of August 21 and updated the Board on the recruitment process for the Research and Education Director.
- G. Bianco discussed working in collaboration with Kann Restaurant for its Bon Appétit Best New Restaurants Celebration 2024 event to be held on September 9 in Portland.
- G. Bianco updated the Board on IPC's top ranked recommendations for WCLP Grant options. Up to 2 grants may be submitted by OWB for a maximum of \$50,000 each grant (\$100,000 total).
 - Option 1: Hire consulting services to develop a statewide tourism marketing plan, which engages wine and tourism organizations statewide.
 - Option 2: Supplement OWB budgeted funds for conducting a Tourist Sentiment study that covers the state and engages with regions to identify questions. Regions can also submit a funding request to expand the study to add specific focus for their region's unique requirements.
 - Option 3: Hire a financial consulting firm that specializes in developing long-term financial sustainability plans for small and growing non-profit organizations.
- G. Bianco discussed changes to the OWB Industry Grant Guidelines that help clarify some of the criteria.
 - The changes include the following:

- Allow organizations or groups of wineries that are not not-for profit organizations to apply, as long as they have a relationship with a non-profit organization who will benefit from the activity.
- Providing more clarity around reporting requirements, timelines and reporting of delayed projects.
- Providing clarity around limitations on accessing the funds.
- Create a committee that will review the applications that need to be approved and will report back to the full Board.

MOTION: T. Bramlett moved to approve of the revised Industry Grant Program Guidelines. G. Mortensen seconded. The motion carried 9-0.

IPC Committee

- D. Irvine updated the Board on the committee's progress of collaboration and communication between OWB and the industry which recently included a more robust discussion on WCLP grant opportunities and identifying opportunities for sustainable revenue streams for associations.

Marketing Update

Marketing Committee

- G. Mortensen gave a Marketing Committee update and expressed that the committee will focus on effective strategies for winery success, leveraging partnerships, and building a unified message to help overcome industry challenges.
- G. Bianco gave a brief overview of the *Come Over October* campaign that promotes bringing people together, sharing wine history and stories, and OWB's plan for supporting it.

International Marketing

- A. Ramirez provided an update on the most recent committee meeting which helped establish the budget and programming planned for FY 2024-25.
- A. Ramirez also noted that the committee is engaged in providing data that will help substantiate which markets have worked and ones that haven't been as successful that will help guide future budget planning sessions.
- M. Bray discussed the committee's aim to create marketing collateral for international trade shows, leveraging funds from the Northwest Wine Coalition.
- M. Bray highlighted the benefits of collaborating with California for the larger international events.
- She also gave an overview of the FY 2023-24 programming and noted that the year was the most robust internationally. Plans to expand global certification programs and continue collaborating with New Zealand and other cooperatives were also discussed.
- S. Crawford presented the initial Fiscal Year 2024-25 budget.

Research Committee

- G. Jones gave an overview of the structure of the committee and its annual review processes.



- M. Ponzi highlighted the importance that research and education address future industry challenges and focus on that in the new strategic planning process.

Education Update

- B. Stock gave an update on planning and development of the 2025 Oregon Wine Symposium.
 - OWS will take place on February 3 -4, with a shorter 1.5-day format and a dedicated session for Oregon Wine Board updates.
 - G. Jones discussed leveraging and collaborating with IVES (International Viticulture and Enology Society) for research and education in the future.
 - M. Ponzi offered to contribute to the anti-alcohol discussion if/when the Education Committee decides to consider a session in the sales and marketing tract for OWS.
 - B. Stock also updated the Board on the Labor Survey with Dr. Peterson and the upcoming TEXSOM Conference which OWB sponsors a luncheon for Sommeliers and wine buyers.

Finance Committee

- S. Crawford gave an update on the year-end FY 2023-24 Balance Sheet and P&L.
 - Total revenue finished approximately \$500,000 ahead of budget driven by the 2023 grape assessment.
 - Total expenses came in approximately \$400,000 under budget.
 - Main contributing factors are lower than budget R&D Grants and Symposium expenses and Communications Director role and Strategic Planning pushed to FY24-25.

MOTION: J. King moved to approve of the FY 2023-24 year-end budget. T. Bramlett seconded. The motion carried 9-0.

- S. Crawford presented an update on the FY 2024-25 budget.
 - FY 2024-25 expenses exceed revenue due to a \$840,000 spend down surplus from FY 2023-24.
 - Research budget increased 16.5% to support grant funding and IVES membership.
 - Education budget increased for spend on curriculum development for symposium and additional educational opportunities.
 - Marketing budget increased for OWM and video production.
 - Knowledge and Insights budget increased with the add on of a consumer sentiment survey.
 - Leadership and Partnership budget increased for industry contributions, support for CRM, and website revamp.
 - General and Administrative budget increased due to re-establishment of an office space.
- S. Crawford gave an update on the 2025 Oregon Wine Symposium budget.
 - OWB is in year 2 of 3 of the Oregon Wine Symposium Co-Sponsorship agreement with OWA. The budget framework in the agreement requires Sponsorship Revenue Share to be determined each year during budget development. 2024 split was 90/10 OWB/OWA sponsorship value less booth fees. The budget proposes continuing the same split in 2025.



- Symposium made a small profit in 2024; revenue was slightly under budget due to soft sponsorship revenue. Expenses finished 10% under budget. The 2025 budget holds ticket prices at 2024 levels with a modest growth of 2.5% revenue and a 12% increase in costs.

MOTION: T. Bramlett moved that the FY 2024-25 budget be approved as submitted as showing \$2,795,755 in income and \$3,635,463 in expenses. G. Mortensen seconded. The motion carried 9-0.

Communications Update

- K. von Bargen spoke to the Board about updating the smoke communication toolkit that was first introduced in 2020.
- She will also work on updating the industry talking points for media interactions and will invite industry members to provide feedback.
- She updated the Board on the Meltwater media monitoring tool, and the media reports she is pulling together and sharing with the regional associations.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 11:55 a.m.

AUGUST 6, 2024

Executive Session

The Oregon Wine Board Directors met in Executive Session and discussed:

- OWB Staffing Update
- Wine Country License Plate Grant 2024-25
- International Marketing & Export Committee
- Office Space Update
- USDA-NAS Vineyard Census
- 2024 Budget Overview
- Industry Grant Guidelines
- Strategic Planning Process
- Board Vacancies