



AUGUST 12, 2021

Virtual Board meeting minutes FINAL

ATTENDEES

Board

Donna Morris, Bob Morus, Justin King, Bertony Faustin, Jason Tosch, Remy Drabkin, Dennis O'Donoghue

Absent

Hilda Jones (Designated Proxy – Dennis O'Donoghue), Eugenia Keegan (Designated Proxy – Donna Morris)

Staff

Tom Danowski, Marie Chambers, Jess Willey, Kai McMurtry, Sarah (Sally) Murdoch, Bree Stock, Stacey Kohler

Guests

Elisa Ford (NW Berry Foundation), Julie Pond (NW Berry Foundation)

MEETING OPENING

- Chair D. Morris called the Oregon Wine Board public meeting to order at 9:35 a.m.

Review of meeting minutes

- The Board reviewed the minutes from the June 10, 2021, meeting.
 - **MOTION:** J. Tosch moved that the June 10, 2021, Board meeting minutes be approved as submitted. D. O'Donoghue seconded. The motion carried 9-0.

MATTERS FOR DECISION

Finance Committee

- M. Chambers presented the 2020-21 Balance Sheet and P&L Statement as of June 30, 2021.
 - M. Chambers pointed out that the checking account balance is down approximately \$230K compared to the prior year. This reflects the effect of the reduced tonnage from the 2020 harvest in cash flow.
 - Year-to-date income shows a \$13K increase than was originally forecasted.
 - Expenses came in about \$155K less than forecasted.
 - A little over \$300K in surplus will roll over into next year.
 - M. Chambers reiterated that because our annual income is generated from two different harvests, OWB's 2021-22 budgeted income could be further reduced if the industry



experiences another depressed harvest in 2021.

- T. Danowski underscored that expense reductions necessitated by revenue reductions were applied in non-research line items.
 - **MOTION:** B. Morus moved that the final year-end 2020-21 Balance Sheet and P&L be accepted as submitted. R. Drabkin seconded. The motion carried 9-0.

Research Committee

- Research Committee Chair J. Tosch presented the DRAFT V&E Research 2022-23 RFA
 - **MOTION:** D. O'Donoghue moved that the RFA be approved with minor edits for 2022-23. R. Drabkin seconded. The motion carried 9-0.

MATTERS FOR DISCUSSION

Research Committee update

- Research Committee Chair J. Tosch updated the Board on the August 11 Research Committee meeting.
 - J. Tosch presented the DRAFT V&E Research Committee Charter that was ratified at the August 11 Research Committee meeting.
 - **MOTION:** J. Tosch moved that the V&E Research Committee Charter be approved as presented. J. King seconded. The motion carried 9-0.
 - J. Tosch informed the Board that a smoke exposure task force has been created with members of the Research Steering Committee, in partnership with the Erath Family Foundation, and OSU.
 - J. Tosch provided an update on a proposal for OSU to develop baseline data on non-smoke affected grapes from 2021 and compare to the smoke samples collected in 2020.
 - **MOTION:** J. Tosch moved that any funds not spent from the \$50,000 that was set aside in the 2021-22 research budget for smoke-related research be held to allow for smoke-free baseline sampling from unaffected regions in either the '22 or the '23 vintages. D. O'Donoghue seconded. The motion carried 9-0.

Education Committee update

- B. Stock shared that the Education committee has been working on the 2022 Oregon Wine Symposium as virtual event that will be held over the course of 3 consecutive days, February 15-17, 2022. The four tracks to be covered will include OWB Funded Research, Viticulture, Enology, Sales & Marketing.

Industry Awards

- T. Danowski informed the Board that a notice would be going out in the Grapevine Newsletter



asking the industry to make nominations for the Oregon Wine Industry Awards that are typically presented at the Oregon Wine Symposium.

- In recent years, a few volunteers from the Board have been designated by the OWB as a sub-committee to review industry nominations and then present a narrower list of recommendations to the full Board for discussion and approval at the December Board meeting.
- Discussion surrounded getting more industry participation in the future or a formalized committee in the nomination and selection process.
- D. Morris suggested we bring up the topic at the regional association meetings to enlist the industry in the nomination process.
- There was consensus for continuing with our current process for this year's awards ceremony and working on a plan for greater industry engagement for the 2022 nominations cycle.

Marketing Report

Oregon Wine Month 2022 update

- K. McMurtry reminded the Board that directors, managers, and industry members have been assessing the OWM program to determine how the program could best serve the industry.
- With COVID uncertainties and new branding elements in development it was decided that 2021 would not be an ideal time to design a new program, so the redesign process is underway for OWM 2022.
- Recently the OWB has convened meetings with 3-Tier trade professionals from across the state and around the country, as well as separate meetings with DTC managers and regional industry leaders. In parallel they have formed the Implementation committees for each channel.
- Immediate next steps for 2022 include final workshops with the two implementation committees, and development of with a sales-sheet outlining program support elements for distributors and retailers.

Consumer Website update

- K. McMurtry gave a brief update on the rebuild of oregonwine.org that will reflect the new Brand work and updated content.
- OWB's partner, ThinkShout, will host discovery workshops with the board and staff, and will invite regional association marketing representatives to go through a similar process by the end of August. The project will move forward to completion over the next 6 months.

Board Administration

Board meeting schedule

- T. Danowski reviewed and confirmed the remaining 2021 and 2022 Board meeting schedule.
 - **ACTION:** S. Kohler to post the 2022 Board meeting schedule on the industry event calendar and industry website.



Industry engagement matrix

- D. Morris updated the Board on the Industry Engagement Matrix
 - R. Drabkin provided feedback from July 15, the first in a series of OWB-sponsored Regional Association meetings
 - D. Morris asked the Board Directors to begin engaging in one-on-one communication with assigned Board Chairs of the regional and industry associations.
 - An objective is to help amplify and share the work of the OWB, stay abreast of updates and issues in the regions, and help to identify members for OWB committees and task forces.
 - **ACTION:** S. Kohler to send out a reminder email to Directors before the October Board meeting and ask for a brief overview of the regional conversations and aggregate for the Board.
- D. Morris discussed the DRAFT OWB Governance Committee Charter of Responsibilities.
 - The purpose is to establish a set of guidelines and responsibilities for the Governance Committee that will help support a 9-member Board and set standards for Director and Board effectiveness, engagement, growth, and succession.
 - D. Morris asked for feedback and recommendations before the October Board meeting.
 - Next steps include looking at committee structure, drafting a formal charter and presenting it at the December Board meeting.

Oregon Solutions update

- D. Morris informed the Board that the next meeting that was to take place in September will be rescheduled in November.
- There is expected to be an update from Oregon Solutions later this week which will show the progress the OWB has delivered on broader and deeper industry engagement efforts.
- D. O'Donoghue shared with the Board that the membership organizations would like an opportunity to re-envision the OWB Board of Directors structure.
- B. Morus shared an update that came out of the Oregon Solutions sessions resulting in an ad hoc committee to work out issues with the OLCC concerning data that could potentially be disclosed and analyzed from the new online filing system for Privilege and Wine Board taxes.

Communications update

- S. Murdoch gave a debrief on the Wine Media Conference and how she worked with Travel Lane County to develop talking points for unsheltered Eugene citizens as visiting media wanted to discuss the housing crisis.
 - R. Drabkin and J. King offered their help on developing housing crisis talking points.

Final comments

- D. O'Donoghue updated the Board on the significant effects that illegal cannabis farms and lack of water are having on Southern Oregon grape farmers.



MEETING FINALIZATION

- Chair D. Morris adjourned the Oregon Wine Board public meeting at 12:11 p.m.

AUGUST 12, 2021

Executive session

9:00 – 9:30 a.m.

The Oregon Wine Board Directors met in Executive Session to discuss annual staff performance evaluations and the 2022 Oregon Wine Symposium.