



**AUGUST 11, 2022**

## **Board meeting minutes FINAL**

[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