



**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