



**AUGUST 24, 2023**

## **Board meeting minutes FINAL**

[Recording link](#)

### **ATTENDEES**

#### **Board**

Justin King, Greg Jones, Donna Morris, Tiquette Bramlett, Dennis O'Donoghue, Cristina Gonzales, Dionne Irvine, Gary Mortensen

#### **Absent**

Bob Morus (designated D. Morris as his proxy)

#### **Staff**

Tom Danowski, Marie Chambers, Sally Crawford, David DeWitt, Celine Fauveau, Neil Ferguson, Stacey Kohler, Bree Stock

#### **Guests**

Gina Bianco (RVV), Elisa Ford (NCF SR), Morgen McLaughlin (WVWA), Jennifer Sitton (OWC), Andrew Smith (Antiquum Farm), Dr. Matthew Whitaker (Diamond Strategies)

### **MEETING OPENING**

- Chair J. King called the Oregon Wine Board public meeting to order at 10:01a.m.

### **Review of meeting minutes**

- The Board reviewed the meeting minutes from June 1 & June 16.  
**MOTION:** D. O'Donoghue moved that the June 1 & June 16 meeting minutes be approved as submitted. C. Gonzales seconded. The motion carried 9-0.

### **Finance Committee**

- S. Crawford presented the OWS 2024 budget.
    - The Executive Committee on July 13 approved the budget on behalf of the full Board.
    - Revenue is forecasted at \$326,250 with expenses of \$308,033.
  - S. Crawford reviewed the final 2022-23 financial statements through June 30, 2023.
    - OWB year-end income was \$2,635,913, down 2.9% below budget.
    - Expenses were \$2,583,445, 19.5% less than budget.
    - Surplus funds will be allocated in the 2023-24 proposed budget
- MOTION:** G. Mortensen moved that the final 2022-23 Balance Sheet and P&L be approved as submitted. C. Gonzales seconded. The motion carried 9-0.
- S. Crawford presented and discussed the 2023-24 budget.
    - S. Crawford highlighted several 2023-24 budget adjustments to consider which were detailed in the Board packet.

- The Board discussed the rent line item in detail.
- The Board will revisit revenue and expenses at the Dec. meeting.

**MOTION:** G. Mortensen moved that the 2023-24 budget be approved as submitted as showing \$2,535,097 in income and \$3,240,538 in expenses. T. Bramlett seconded. The motion carried 9-0.

### Education Committee

- B. Stock gave an update on Community Benchmark.
  - B. Stock stated the importance of support from industry associations and members to get the word out statewide about the program to help increase participation.
  - During the next 24 months, regional town hall plans will be implemented with J. Keleher from Community Benchmark.
- Dr. Whitaker provided the Board and staff with data and assessments from the initial interviews and survey responses as part of phase one of DEI training.
- B. Stock updated the Board on developing curriculum education for the breakout sessions and general sessions for the upcoming 2024 OWS.
- B. Stock and S. Crawford stated that the OWS three-year agreement needs reworking since the format of the symposium has changed and the budget needs to be re-aligned with new programming.

### IPC Update

- C. Fauveau shared some mid-term assessments of the IPC Committee.
  - Goals for IPC going forward include; getting committed representation from the regions, improving two-way input on agendas and information sharing from associations and other groups.

### Reconstituting an Industry Marketing Committee

- N. Ferguson highlighted some key points from the initial meeting to discuss the proposed charter and structure for an industry Marketing Committee meeting.
  - The OWB is looking to reconstitute a Marketing Committee that will bring frontline Marketing professionals in the industry together to share thoughts on statewide marketing efforts.
  - Once the Charter is finalized the committee will start to work on recruitment. N. Ferguson will be the management team lead and will share the Charter with the Board.
  - Board Director, D. Irvine has volunteered to be the Chair of the 9 to 12-member committee.

### Industry Item

- Board Chair, J. King reaffirmed our commitment to civil discourse within the industry during meetings and personal interaction.

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**wine** BOARD  
**MEETING FINALIZATION**

- Chair J. King adjourned the Oregon Wine Board public meeting at 2:03 p.m.

**AUGUST 24, 2023**

**Executive Session**

9 – 10 a.m.

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

- OWB Executive Director Search and Search Firm Updates
- Staff Updates
- New Board Director search and progress for 2025