



DECEMBER 1-2, 2021

## Board meeting minutes **FINAL**

[Recording link](#)

### ATTENDEES

#### Board

Donna Morris, Bob Morus, Hilda Jones, Justin King, Eugenia Keegan, Jason Tosch, Bertony Faustin, Dennis O'Donoghue

#### Staff

Tom Danowski, Marie Chambers, David DeWitt, Neil Ferguson, Stacey Kohler, Kai McMurtry, Sarah Murdoch, Bree Stock

#### Guest

Jana McKamey, Alex Sokol Blosser, Maria Ponzi (Oregon Winegrowers Association), Fawn Barrie, Sam Tannahill, Brandy Sweet (Oregon Wine Council), Greg Jones, Tiquette Bramlett, Cristina Gonzales (2022 OWB Board appointees)

### MEETING OPENING

- Chair D. Morris called the Oregon Wine Board public meeting to order at 12:40 p.m.

### MATTERS FOR DECISION

#### Review of meeting minutes

- The Board reviewed the minutes from the October 21, 2021, meeting.
  - **MOTION:** E. Keegan moved that the October 21, 2021, meeting minutes be approved as submitted. D. O'Donoghue seconded. The motion carried 8-0.

#### Finance Committee

- M. Chambers presented and discussed the 2021-22 financials through October.
  - **MOTION:** B. Morus moved that the 2021-22 Balance Sheet and Profit and Loss Statement be accepted as submitted. J. King seconded. The motion carried 8-0.

#### Election of 2022 Executive Officers

- **MOTION:** E. Keegan moved to approve Justin King (Chair), Bob Morus (Vice-Chair), Dennis O'Donoghue (Treasurer), and D. Morris (Chair Emeritus) as Executive Officers in 2022 as proposed. J. Tosch seconded. The motion carried 8-0.

#### Industry Awards

- The Oregon Wine Industry Award nominations were discussed, and Directors were instructed to submit votes via a paper ballot. The awards will be presented during the 2022 virtual Oregon Wine Symposium in February.



- **ACTION:** T. Danowski to refine the definition of the new award category, “The Legacy Leadership Award.”

## MATTERS FOR DISCUSSION

### Marketing Report

- K. McMurtry updated the Board on the two Wine Country License Plate matching grants via Travel Oregon.
  - One will enable OWB to execute a photo shoot in 2022 to reflect a more diverse assortment of industry members and consumers for use Marketing and Communication materials.
  - The other grant will support the rebuild and redesign of OWB’s Consumer website
    - AVA associations are being invited into the work to provide input on copywriting and imagery that will best represent their regions. The January 6 deadline for AVAs was announced in the December 8 OWB webinar.
- D. Dewitt recapped TEXSOM, and the OWB hosted volunteer luncheon with a group of 100+ trade/industry attendees.
- D. DeWitt updated the Board on Oregon Wine Month 2022 programming.
  - 3-tier and DTC implementation committees will continue to convene as needed to identify priorities and designing of OWM 2022.
  - Work is being done on developing and publishing consumer-facing digital assets as well as webinars, toolkits, and other support resources.
  - OWB has partnered with Napa Valley Wine Academy on the development of trade-focused online curriculum.
  - D. Dewitt informed the Board of the Trade Partner Participation form in the OWM Toolkit.
  - K. McMurtry revealed the new OWM brand creative, available in the OWM toolkit.
  - J. King spoke about his efforts in connecting with distributors and retail partners in making sure OWM is executed in national programming to the extent possible as well as through regional partners.

### Oregon Solutions

- D. Morris and B. Morus summarized the conclusion of the Oregon Wine Industry Collaborative Forum series.

### Oregon Winegrowers Association and Oregon Wine Council

- J. Mckamey and A. Sokol Blosser (OWA) briefed the Board on the Association’s key 2021 priorities and 2022-23 policy issues affecting the Oregon Wine Industry. ([PowerPoint link](#)).
- F. Barrie and S. Tannahill (OWC) briefed the Board on the Council’s 2022-23 priorities. ([PowerPoint link](#)).

### Committee Chairs

- D. Morris lead a discussion around current OWB committees.
  - The Board looked at committee chair/vice-chair vacancies and expressed ways in which to encourage more industry participation.



- **ACTION:** Update committee participation by region PPT slide for OWB's Industry site and the Feb. 8 OWB & Industry Association meeting.

### **2022-23 Strategic Budget Priorities**

- T. Danowski discussed the Board the OWB's top budget priorities for 2022-23.
  - D. O'Donoghue reiterated that going forward we need to ask for industry input earlier in the budget development process.
    - He also suggested a collaborative working group with broad representation to help the Board conduct an effective strategic review and advise on the annual operating budget.
    - M. Chambers went over the 2022-23 budget planning schedule.
    - The Board was asked to rank the 2022-23 strategic budget priorities and discuss them at Thursday's Board meeting.

### **MEETING FINALIZATION**

- Chair D. Morris adjourned the Oregon Wine Board public meeting at 4:49 p.m.



DECEMBER 1-2, 2021

## Board meeting minutes **DRAFT**

[Recording link](#)

### MEETING OPENING

- Chair D. Morris called the Oregon Wine Board public meeting back to order at 9:03 a.m.

### MATTERS FOR DECISION

#### Proposed Committees

- D. Morris led a discussion on two proposed committees for the Board's consideration.
  - The Board discussed a Governance Committee's purpose, function, and charter.
    - The Board shared feedback, and it was decided that more work was needed to refine the composition and charter of a Governance Committee.
      - **ACTION:** The Executive Committee will meet in January to consider changes as discussed and present the new documents to the Board at the March Board meeting.
  - E. Keegan updated the Board on work on an Ad Hoc Education sub-committee which will work in an advisory capacity to assist the Board and management in planning for future Oregon Wine Symposia.
    - **MOTION:** J. King moved that OWB should charter an Ad Hoc sub-committee for Oregon Wine Symposium 2023+ visioning. D. O'Donoghue seconded. The motion carried 8-0.
  - The Board discussed re-focusing OWB's Strategic Marketing and Communications Committee.
    - Topics addressed were the size and structure of the members, the frequency of committee meetings, and re-defining the role of the committee.

### MATTERS FOR DISCUSSION

#### Education Update

- B. Stock gave a brief updated on the 2022 Oregon Wine Symposium registration and programming.
  - M. Chambers shared that OWS sponsorships so far have exceeded goal by 18%.
- B. Stock reinforced the importance for OWB and staff in reaching out to associations and producers in signing up for the Community Benchmark tool before the Dec. 15 deadline.

#### Communications Update

- S. Murdoch reviewed the 2021 communications priorities and activities and gave a sixth-month preview of 2022 communications/media activities.



### **Industry Engagement Matrix**

- The Board reviewed the Industry Engagement Matrix's regional association and Board Director assignments and industry forum schedule.
  - **ACTION:** The Executive Committee will put together Director assignments with regional leaders and an industry forum schedule at its January Executive Committee meeting.

### **MEETING FINALIZATION**

- Chair D. Morris adjourned the Oregon Wine Board public meeting at 11:18 a.m.