



DECEMBER 5, 2024

Board meeting minutes **FINAL**

ATTENDEES

Board

Greg Jones, Tiquette Bramlett, Justin King, Gary Mortensen, Cristina Gonzales, Dionne Irvine, Anna Maria Ponzi, Adam Ramirez

Absent

Austin Kraemer

Staff

Gina Bianco, Carissa Cook, Sally Crawford, Stacey Kohler, Katie von Bargen, Jess Willey

Guests

Dan Jarman (Crosswater Strategies), Dave Losh (USDA-NASS), Jana McKamey (OWA)

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 9:03 am
- Chair G. Jones acknowledged and recognized Justin King's six years of Board service.

Review of meeting minutes

- The Board reviewed the meeting minutes from August 7, 2024.

MOTION: J. King moved that the August 7 meeting minutes be approved. G. Mortensen seconded. The motion carried 8-0 (A. Kraemer absent).

Matters for Decision

- Election of OWB's 2025 Executive Officers

MOTION: D. Irvine moved to approve Greg Jones (Chair), Tiquette Bramlett (Vice Chair), and Gary Mortensen (Treasurer). A. Ramirez seconded. The motion carried 8-0.

- Election of the 2025 Committee Chairs was discussed.

MOTION: M. Ponzi moved to approve Dionne Irvine remains the Co-Chair of IPC, Gary Mortensen and Maria Ponzi remain the Co-Chairs of the Marketing Committee, Adam Ramirez remains the Chair of the International Marketing and Export Committee, and Dr. Greg Jones remains the Chair of the Research Committee. G. Mortensen seconded. The motion carried 8-0.

ACTION: Chair G. Jones will reach out to Austin Kraemer to gauge his interest in being Chair of the Education Committee.



- The 2025 Oregon Wine Industry Award nominations were discussed, and the Directors were instructed to submit votes via a ballot. The award recipients will be announced to the industry during the 2025 Oregon Wine Symposium in February.

Finance Committee

- S. Crawford presented the FY 2024-25 Quarter 1 Financials (reference detailed version of P&L in board packet). Income is ahead of YTD and expenses are ~15% under budget.
 - Income is higher than projected due to strong 2023 harvest and grape assessment payout.
 - Current expenses are running below budget due to delay in permanent office space expenses and some reduced marketing costs.
- S. Crawford proposed minor budget adjustments to Leadership and Partnership line items to align with updated budgets for strategic planning and regional financial strategy plans.
 - Reallocate \$11K from G201 to G202 to Industry WCLP Grant Project
 - Reallocate \$40,000 from G602 Administration/Annual Report with \$6K to G603 Strategic Planning + \$34K to G202 Industry WCLP Grant Project
 - Reallocate \$4K from G605 to G603 Strategic Planning to drive DEI plan and program

MOTION: M Ponzi moved to approve of the FY 2024-25 budget adjustments as presented. J. King seconded. The motion carried 8-0.

- S. Crawford outlined the FY 2025-26 proposed Budget Timeline, including a detailed draft budget by the end of February and final approval in March in order to submit the required preliminary budget to the State by April 1.
- S. Crawford updated the board on OWB's new accounting firm, Luma Accounting, which became effective on November 1.
- A. Ramirez suggested considering an independent audit in the future to address revenue control issues.

ACTION: S. Crawford to share the financial review and procedures with G. Mortensen, A. Ramirez and G. Jones for further review.

- A. Ramirez noted a discrepancy in the condensed P&L included in the board packet vs the full detailed P&L. The full detailed P&L was correct. Q1 Financials will be reissued for clarity at the next board meeting.

MOTION: A. Ramirez moved to approve the FY 2024-25 Quarter 1 full detail Financials. M. Ponzi seconded. The motion carried 8-0.

Research Committee

- G. Jones acknowledged J. Willey on her return to the OWB as the Education and Research Director.
 - J. Willey brought to the attention of the Board that the RFP has been posted using the Unified Grant Management System and the deadline is January 31, 2025. After the Oregon Wine Symposium the grant review process will kick off and wrap up in the Spring.
 - J. Willey also talked about looking at opportunities during the symposium to make the OWB-funded research more visible and usable to the industry.
 - G. Jones reiterated that our membership with IVES (International Viticulture and Enology Society) will aid in promoting our research.
 - G. Jones and J. Willey talked about new efforts in aligning OWB's partnership with OSU/OWRI.

- G. Jones and J. Willey also informed the Board about the upcoming launch of the Vineyard and Winery Census on December 16, aiming for better alignment with the industry's fiscal year.
- G. Jones introduced Dave Losh from the USDA National Agricultural Statistical Service to discuss ongoing and future data collection efforts.
 - D. Losh explained the USDA's role in data collection and the importance of accurate and comprehensive data for agricultural commodities.
 - Surveys will be mailed out on February 1 and responses will be due by February 21, follow-ups until March 18.
 - The survey includes data on grape acres, harvest tons, and prices. The survey will also be conducted in Washington, New York and California.

ACTION: USDA to communicate with the OWB about the survey and provide any links or other information to be included in the industry newsletter.

Marketing Update

- **Marketing Committee**
 - C. Cook gave an update on 2025 Oregon Wine Month Campaign.
 - OWB will solicit participation forms from wineries, distributors, accounts and other wine-related businesses.
 - Toolkits will be developed for DtC and wholesale channels, and a landing page for consumer education.
 - Strategic planning sessions will be held with small groups for collaboration on key topics and strategies.
 - Refreshed sell sheets will be available by mid-December.
 - Kick-off meetings will be scheduled for January.
 - J. King spoke about upcoming meetings with the Midwest, Northeast and Southeast Costco buyers in efforts to support Oregon Wine Month.
 - There were discussions about holding some sort of physical event for smaller wineries during Oregon Wine Month.
 - C. Cook spoke on the newly launched toolkit called "Give Oregon Wine". It is a holiday campaign designed to promote Oregon wine as a gift option during the holiday season.
 - The toolkit includes tips and best practices, digital graphics, social media recommendations and amplification strategies, and gift registration form for businesses.
 - The Gift Guide has gift suggestions related to Oregon wine and links to registered businesses and their holiday gift offerings
 - C. Cook, M. Ponzi, G. Mortensen gave an update on next steps and timing of the 5–6-minute Oregon Wine marketing film production.
- **International Marketing and Export Committee**
 - A. Ramirez provided an update on the committee and the FY 2024-25 programming and budget calendar.
 - The committee is considering an 18–24-month view of the budget plan for better event planning.

- He updated the Board on the Oregon Wine Export Survey the committee is working on developing with BCI (Bryant Christie Inc.) to collect data from Oregon wineries.
 - All data collected will be handled through BCI to keep it confidential.
 - The Export Survey will cover the calendar year of 2024 and will launch at the same time as Oregon's annual Vineyard and Winery Census in mid-December. The census will provide a link to the Export survey as well.
 - Following the close of the survey, BCI will provide an aggregated snapshot report of the data for each market to OWB for their records and information.
- A. Ramirez also spoke about tending the OWB booth at the OWS to help those that are interested in learning how to export. This would also help as an aide in developing educational programs.
- S. Crawford gave an update on the production of the promotional video for international marketing.
 - Discussions were held emphasizing the importance of raising awareness of Oregon as a premium wine region and inviting smaller producers to participate in the international marketing program.

IPC Update

- D. Irvine gave a year-end update on the committee and thanked the members for their commitment and contribution.
- The committee has been working more proactively to address concerns and improve the lines of communication.
- The committee is working to ensure that regional voices are heard and addressed.
- Discussion was held on the importance of maintaining a feedback loop and the challenges of regional participation.

OWA Update

- D. Jarman with Crosswater Strategies, along with J. McKamey with OWA discussed the impact of the recent election on the Oregon legislative session.
- Discussions were held surrounding several areas:
 - Emphasizing the importance of maintaining relationships with legislatures.
 - Addressing the wine industry's concerns about new taxes and the EPR program.
 - Potential new labor policies and the need for better engagement with new legislators and stakeholders.
 - Highlighting the new leadership in the House and Senate, including the House Speaker and the new Senate President.
 - Reinstating the wine caucus and the increasing involvement of key legislators.
 - Outlining the upcoming wine reception to be held on February 19 and inviting the OWB to attend and potentially provide a state-of-the-industry presentation to the legislature.
 - Land use regulations and the need for a comprehensive stakeholder engagement process.

Education

- J. Willey provided an update on the Oregon Wine Symposium.
 - The Board provided feedback on the Symposium programming and asked for some changes to be made that would provide invaluable content for the industry.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 12:42 p.m.



December 4, 2024

Executive Session

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

- Review of the proposed slate of 2025 Executive Officers
- Discuss Committee Chair Assignments for 2025
- 2025 Oregon Wine Industry Awards
- Board Operational Documents
- General Administrative Updates
- Strategic Planning Kick-Off