



**JUNE 1, 2023**

## **Board meeting minutes FINAL**

[Recording Link](#)

### **ATTENDEES**

#### **Board**

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

#### **Absent**

Gary Mortensen

#### **Staff**

Tom Danowski, Marie Chambers, Sally Crawford, Celine Fauveau, Neil Ferguson, David DeWitt, Stacey Kohler, Bree Stock, Sarah Murdoch (interim Director of Communications)

#### **Guests**

Dai Crisp (NCSFR), Julie Pond (NCSFR), Gina Bianco (RVV), Vanessa Hadick (Double Tap Marketing)

### **MEETING OPENING**

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

### **Review of meeting minutes**

- The Board reviewed the meeting minutes from April 25.

**MOTION:** T. Bramlett moved that the April 25 meeting minutes be approved as submitted. D. O'Donoghue seconded. The motion carried 8-0.

### **Education Committee**

- B. Stock and T. Bramlett spoke about Diamond Strategies' kick-off of phase one of DEI training for OWB staff and Board Directors set to start in the coming weeks.

### **Research Committee**

- D. Crisp, representing the Northwest Center for Small Fruits Research, gave an update on the annual Washington, D. C. trip and the progress made to secure USDA funding for small fruits research.
- He also spoke of the importance of sending two if not more people from Oregon to D.C. in the future due to the vast number of meetings held over three days and for representing ourselves to key lawmakers and federal agency administrators.

**ACTION:** The Research Steering Committee will discuss and develop a list of people who could be a sensible addition to participating in the D. C. trips.



## Marketing and Communications Update

- N. Ferguson and S. Murdoch updated the Board on a range of projects that OWB is engaging with local, regional, and statewide tourism groups including, but not limited to, Oregon Wine Month.
  - N. Ferguson reviewed the wine tourism tactics and strategy and shared some results of these efforts from the first six months of 2023.
  - N. Ferguson and S. Murdoch gave a quick overview of the increase of media coverage, reach, and visibility around Oregon Wine Month vs. 2022.

## IPC Update

- IPC co-chair G. Bianco presented the Board with a recommendation that the OWB become a member of the Wine Market Council and have an OWB staff member participate on the Research Committee.

**MOTION:** D. Morris made a motion to invest \$5,000 to become a member of the Wine Market Council for the budget year 2023-24. D. O'Donoghue seconded. The motion carried 8-0.

## Finance Committee

- T. Danowski reviewed the recommended guidelines for industry association grant requests over \$500.

**MOTION:** D. Morris moved that the OWB management staff make two amendments to the guidelines to include language that limits the requests at \$2,000 per requestor per year and includes IPC being involved in pre-screening grant requests before they are considered by OWB's Finance Committee. G. Jones seconded. The motion carried 8-0.

## Industry Item

- The Board discussed the Oregon Wine Ambassador program recommended and submitted by Danuta and Robin Pfeiffer.
  - T. Danowski relayed that the Ambassador program could be a great role for experienced industry veterans willing to volunteer their time and expertise to be voices for Oregon wine, and that the Pfeiffer's are exactly the kinds of representatives the OR wine industry wants to support. The Board agreed.

## MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 12 p.m.

**June 1, 2023**

**Executive Session**

8:30 – 10 a.m.

The Oregon Wine Board Directors met in Executive Session and discussed OWB management performance reviews.