



June 17, 2024

Board meeting minutes **FINAL**

[Recording link](#)

ATTENDEES

Board

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

Staff

Gina Bianco, Sally Crawford, David DeWitt, Stacey Kohler, Bree Stock

Guests

Lois Cho (Cho Wines), Julie Dalrymple, (WVWA), Jana McKamey (OWA), Morgen McLaughlin (WVWA), Megan Merkel (WVWA), Kate Norris (WVWA), Michelle Wasner (Seufert Winery)

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 10:37 a.m.

Review of meeting minutes

- The Board reviewed the meeting minutes from March 8, 2024.

MOTION: J. King moved that the March 8 meeting minutes be approved. T. Bramlett seconded. The motion carried 9-0.

- The Board reviewed the meeting minutes from May 2, 2024.

MOTION: J. King moved that the May 2 meeting minutes be approved. T. Bramlett seconded. The motion carried 9-0.

Marketing Committee

- G. Mortensen discussed various marketing and branding strategies, emphasizing the importance of regionalism, fresh ideas, and representation of the state's regions and sizes.
- M. Ponzi commented that the committee members have expressed enthusiasm for new marketing initiatives and fresh ideas.
- The Board discussed the revised Marketing Committee Charter.

MOTION: M. Ponzi moved that the revised Marketing Committee Charter be approved. D. Irvine seconded. The motion carried 9-0.



Oregon Wine Month

- D. DeWitt provided an update to the Board on Oregon Wine Month activities and data analysis.
 - OWB will be hosting a webinar on July 17 with D. Brager to share the results of all the activities, analyze the trends, and conduct a mid-year review of control channels, direct-to-consumer sales, on- and off-premises depletions, and scan data.
 - J. King suggested the OWB look into having a consumer facing event in Oregon every year to help support OWM programming.

International Marketing

- G. Jones began the conversation with a brief introduction to OWB's international marketing work and collaboration with NWC (Northwest Wine Coalition).
 - G. Bianco updated the Board on the International Marketing and Export Committee Charter and its purpose, responsibilities, and committee members.

MOTION: A. Ramirez moved that the International Marketing and Export Committee Charter be approved. G. Mortensen seconded. The motion carried 9-0.

MOTION: J. King moved that Adam Ramirez be appointed Chair and David Millman Vice-Chair of the International Marketing and Export Committee. M. Ponzi seconded. The motion carried 9-0.

IPC Committee

- D. Irvine gave a summary on how and why the IPC Committee was formed a year and a half ago and asked for some revisions to the charter be approved.
 - Those revisions include refining the feedback loop between OWB and the industry, onboarding processes and attendance expectations.

MOTION: J. King moved to approve the revisions to the IPC Committee Charter. T. Bramlett seconded. The motion carried 9-0.

Education Committee

- B. Stock gave an update on the planning and development of the 2025 Oregon Wine Symposium.
 - The 2025 event agreement has been signed with OWA and Social Enterprises for the Oregon Convention Center on February 3-4, 2025.
 - The trade show and breakout seminar sessions will run for a day and a half.
 - Track seminars are in development with the Education Committee for enology, viticulture, sales and marketing, and the leadership and executive tracks.

MOTION: G. Mortensen moved that Austin Kraemer be appointed to the Education Committee. J. King seconded. The motion carried 9-0.

DEI

- C. Gonzales encouraged the Board to join the monthly DEI training sessions which are being held through the end of 2024.



Finance Committee

- S. Crawford updated the Board on the 3rd Quarter FY 2023-24 financials.
 - Revenue is 16% ahead of budget due to grape assessment.
 - Symposium revenue was within 1.5% of the budget; OWS netted a small profit for OWB this year.
 - Expenses are estimated to come in about 9% under budget for this fiscal year.

FY24-25 Budget Process

- S. Crawford informed the Board that OWB is extending its public input sessions to include the August budget revisions.
 - A proposed revised budget will be posted in early July.
 - The July 11 Industry Partnership Committee (IPC) will include a budget discussion.
 - Additionally, a public presentation will be held on July 30 for input.
 - The Board will vote on budget revisions at the Aug 7 meeting.

Biannual Financial Review and 2024 SIBA 2021-2023 Biennium Report

- S. Crawford updated the Board that the financial review found an error in the FY21-22 year-end financial statements.
 - Net income was lower than the general ledger by \$148,175 (\$31,880 due to a decrease in income and \$116,295 due to an increase in expenses). FY22-23 financial statements agree to the general ledger without exception.
 - Upon detailed review, it was found that the P&L reported for FY21-22 year was comprised of actuals for July-April and forecasted amounts for May-June.
 - Effective with FY23-24 all budget versions and financials are maintained and pulled directly from QuickBooks reducing risk from errors due to manual updates.

MOTION: G. Mortensen moved that the 3rd Quarter FY 2023-24 be approved as presented. C. Gonzales seconded. The motion carried 9-0.

MOTION: M. Ponzi moved that FY 2021-22 restated financials be approved as presented. T. Bramlett seconded. The motion carried 9-0.

Tax Collection and Regulation

- There was discussion around the need for a vineyard and winery registry system to ensure compliance with taxes and regulations.
 - It was suggested that the industry work with the state's Department of Agriculture and the OLCC to demonstrate a willingness to formalize controls and improve enforcement.

Industry Grant Requests

- G. Bianco led a discussion surrounding the proposed new guidelines for the industry grant program.
 - G. Bianco is asking that the 2023-24 grant funding cycle be extended to July 30 to allow for more specifics and clarification of the program.

MOTION: M. Ponzi moved that the 2023-24 grant funding cycle be extended to July 30. G. Jones seconded. The motion carried 9-0.



- The Board reviewed two Industry Grant Requests
 - The Board approved the Umpqua Valley Winegrowers Association grant request of \$1,500 to help fund their digital advertising and a new logo design, celebrating the 40th Anniversary of the Umpqua Valley AVA Project.
 - The Board approved of ¡SALUD! Grant request of \$2,000 to enhance digital marketing strategy via LinkedIn and YouTube to increase the outreach and engagement with potential donors to increase awareness of the option for addressing the healthcare needs of wine industry workers.

Other OWB Business

- G. Bianco updated the Board on the OWB reorganization, IPNC announcement, & the OPC International Media Tour.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 12:25 p.m.

JUNE 17, 2024

Executive Session

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

- OWB Staff Position Updates
- International Marketing and Export Committee
- Wine Country License Plate Grant 2024-25
- USDA-NASS Vineyard Census
- 2024 Budget Overview
- Setting the Stage for Strategic Planning