



MARCH 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, Celine Fauveau, Neil Ferguson, Linea Gagliano, David DeWitt, Stacey Kohler, Bree Stock

Guests

Gina Bianco (Rogue Valley Vintners), Justin Hoffman (OPC Steering Committee), Steve Thomson (Vice Chair, Intl. Marketing Committee, Howard Rossbach (President, NW Wine Coalition), David Millman (Intl. Marketing Committee), David Adelsheim (Intl. Marketing Committee)

MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 10:05 a.m.

MATTERS FOR DECISION

Review of meeting minutes

- The Board reviewed the Board meeting minutes from January 6.

MOTION: D. Morris moved that the January 6 meeting minutes be approved as submitted. D. O'Donoghue seconded. The motion carried 7-0 (C. Gonzales was absent until 11 a.m.)

MATTERS FOR DECISION

Education Committee

- The Board discussed the draft OWA/OWB 2024-26 Oregon Wine Symposium co-sponsor agreement.
 - M. Chambers highlighted the line item added by OWA without explanation restoring the traditional OWA ticket discount for its members. She raised the question about whether OWA envisions the customary reimbursement to OWB for that discount.
 - B. Stock summarized some concerns regarding locking the OWB in a three-year agreement due to possible limitations for future growth opportunities of the OWS and how those costs would be shared.

- The Board agreed to discuss in April whether to specify a breakeven threshold, or some other return on OWB's investment, and if other pricing and event scheduling possibilities should be considered further as cost reductions.

ACTIONS:

OWB Directors will discuss among themselves, in advance of the April 25 Board meeting, OWB's net financial expectation from the 2024 Symposium.

M. Chambers will summarize a few key financial measures from past Symposia.

The Board agreed to move forward with previously agreed upon commitments for OWS in 2024 while working towards a final agreement with OWA.

Chartering the Industry Partnership Committee

MOTION: G. Jones motioned that the OWB Board of Directors establishes the Industry Partnership Committee. D. Morris seconded. The motion carried 7-0.

ACTIONS: A final committee charter will be on the Board's April 25 meeting agenda for approval following the committee's review of the latest draft on March 9.

Industry Grant Requests

- G. Bianco, Rogue Valley Vintners, Executive Director gave the Board a recap of the Wine Enthusiast Magazine Wine Star Event.
- J. Hoffman, Oregon Pinot Camp Steering Committee member, discussed the OPC grant request.

MOTION: D. O'Donoghue motioned that the OWB award \$5,000 to OPC to cover the costs for one Pennsylvania Liquor Control Board employee to attend the OPC Camp and the proceeding OWB Summer Tour. G. Jones seconded. The motion carried 8-0.

International Marketing Committee

- B. Morus, along with Steve Thomson, Howard Rossbach, David Millman, and David Adelsheim, presented an overview of the International Marketing program.
 - Topics discussed were global demand dynamics relevant to Oregon, target markets, funding for export activities, grant funding, participation, programs and activities, and staffing and committee structure.

Research Committee

- G. Jones gave a brief update on the research committee proposals received and the review process.
 - On April 25, the Research Committee will present to the Board the recommended slate of research projects for 2023-24.



MOTION: T. Bramlett moved to approve Elizabeth Clark to serve as the Research Committee's Vice Chair. D. O'Donoghue seconded. The motion carried 8-0.

Finance Committee

- M. Chambers presented and discussed the 2022-23 financials through January 2023.
 - There has been a delay in collecting OWB's grape assessment income, largely due to OLCC's conversion to a new online reporting and payment option.
 - Expenses are coming in either on budget or budget.

MOTION: D. Morris moved that the 2022-23 Balance Sheet and P&L Report through January 2023 be accepted as submitted. D. O'Donoghue seconded. The motion carried 8-0.

- M. Chambers presented and discussed the 2023-24 Draft Budget
 - M. Chambers highlighted several 2023-24 budgeting considerations along with programming priorities.
 - The draft budget included industry input received via written input forms and extracted during three all-industry budget dialogue sessions held on December 13, 2022, January 10, 2023, and February 17, 2023.

MOTION: T. Bramlett moved that the 2023-24 Draft budget be approved as submitted as showing \$2,579,057 in income and \$2,950,187 in expenses. G. Jones seconded. The motion carried 8-0.

MEETING FINALIZATION

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

March 1, 2023

Executive Session

9 – 9:45 a.m.

- Discussion of OWB Director succession planning needs for 2024 and beyond. The Executive Committee of the OWB will reach out to the OWA/OWB Joint Nominating Committee to review the current status, and future OWB Director needs in advance of their search and nominations to the Governors Appointment office.
- OWB Directors discussed the need and desire for the OWB to re-engage with DEI work for the staff and the Board during the 2023/2024 fiscal year. The Board proposed that Directors Tiquette Bramlett and Cristina Gonzales, as Education Committee chairs, work together with Bree Stock, as Education Director, to recommend consultants and approach to this work/training for an upcoming OWB Director meeting (hopefully targeting the June 2023 meeting).