



MARCH 3, 2022

Board meeting minutes **FINAL**

[Recording link](#)

ATTENDEES

Board

Justin King, Bob Morus, Donna Morris, Dennis O'Donoghue, Eugenia Keegan, Jason Tosch, Tiquette Bramlett, Cristina Gonzales, Greg Jones

Staff

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

Guest

Brandy Sweet (Oregon Wine Council)

MEETING OPENING

- Chair J. King called the Oregon Wine Board public meeting to order at 9:05 a.m.

MATTERS FOR DECISION

Review of meeting minutes

- The Board reviewed the minutes from the December 1 & 2, 2021 meeting.
 - MOTION:** D. O'Donoghue moved that the December 1 & 2, 2021 meeting minutes be approved as submitted. E. Keegan seconded. The motion carried 6-0. (T. Bramlett, C. Gonzales, and G. Jones abstained since they were not yet voting members of the Board in 2021).

Finance Committee

- D. O'Donoghue and M. Chambers presented and discussed the 2021-22 financials through January 2022.
 - The February OLCC transfer of the 2021 harvest tonnage tax payment came through higher than anticipated.
 - The OWB is on track forecasting income and expenses.
 - Financials will be brought to the Board at the June 2022 meeting and again in August with any adjustments needed after the close of the 2021-2022 budget year.

MOTION: D. O'Donoghue moved that the 2021-22 Balance Sheet and P&L Report through January 2022 be accepted as submitted. D. Morris seconded. The motion carried 9-0.

- D. O'Donoghue and M. Chambers presented the 2022-23 DRAFT Budget.
 - D. O'Donoghue reviewed the industry association meetings and feedback received from the OWB meetings held to invite public comments and input on the 2022-23 DRAFT budget.
 - He reiterated the importance of bringing in regional associations earlier in the budgeting process and suggested this be a topic during the newly formed quarterly regional meetings.
 - He highlighted the budget priorities, budgeting influences and considerations.
 - A "wish list" of items that were not budgeted was also presented. One of the items was an employee retirement contribution matching program.
 - D. O'Donoghue expressed interest from the Executive Committee in having the OWB staff go through a Value Network Analysis.
 - The Board agreed to amend the DRAFT budget and add \$50K for a potential employee retirement contribution matching program. The Finance Committee will review the program details and discuss what level of match, if any, is recommended for 2022-23 as well as an effective date. The amended DRAFT budget will be submitted to Business Oregon as required by April 1, 2022.

MOTION: D. O'Donoghue moved that the 2022-23 DRAFT budget be approved as submitted as showing \$2,213,234 in income and \$2,378,944 in expenses plus an additional \$50,000 to fund a new employee retirement contribution policy, bringing the total approved expenses to \$2,428,944. The executive committee was tasked with determining the details of the new retirement contribution plan and bringing a proposed policy to the board for review and approval at the June board meeting. E. Keegan seconded. The motion carried 9-0.

Election of Committee Leadership

MOTION: J. Tosch moved to approve Greg Jones as Vice Chair of the V & E Research Steering Committee. J. King seconded. The motion carried 9-0.

MATTERS FOR DISCUSSION

Education update

- B. Stock presented the 2022 OWS Survey Recap.
 - The total number of registered attendees was approximately 897.
 - The results are from the post-event survey reflected input from approximately 197 respondents.
 - Overall, registrations were lower than last year. A factor that might contribute to the lower numbers may be related to virtual event fatigue.

OWS 2023+ Envisioning Committee

- The OWS 2023+ Visioning Committee was commissioned by the Oregon Wine Board in an advisory capacity to evaluate and recommend options for Board consideration in design and planning of future Symposia.
 - After the conclusion of the third committee meeting, the key take-aways are:
 - The committee members all agreed and voiced support and value for in-person gatherings as important to Oregon wine industry cohesion and networking.
 - The over-arching requests that came from a consensus of the committee was for the OWB to deliver some level of in-person and on-line industry education and, at minimum, to break even financially.

- The traditional format of the in-person OWS pre-Covid was a successful event in the eyes of many committee members. The need for live stream/on-line access was also deemed successful and an essential component for the event going forward.
- The committee's recommendation to the OWB is to deliver industry education across V & E, and sales/marketing in a place that brings together all stakeholders and also provide live-stream, or some form of online access for those who don't participate in person.
- B. Stock stressed the importance of getting direction from the Board on how it wants to design and budget an in-person vs. hybrid/virtual event in 2023 since planning will begin in mid-April.
- The Board discussed the OWS 2023 proposal from the OWA dated Mar. 3.
 - The Board agreed that it needed more time to review the proposal.
 - The Executive Committee will meet to discuss the proposal and develop a framework on how best the OWB proceed.
 - The full Board will meet before the end of March to discuss what the Executive Committee has recommended.

Communications Update

- S. Murdoch gave an update to the Board on planned media tours in 2022:
 - April 10-15, Cross Border AVA Tour with Washington St. Wine Commission
 - Summer Tour after IPNC
 - August 15-20, Oregon Wine Experience
 - November 10-14, Tour with Zephyr Adventures

Research Committee Update

- N. Ferguson and Research Committee Chair, J. Tosch gave an update on the 2022-23 OWB Research proposal review process.
 - Total budget: \$375,000 with \$50,000 of that set aside for approved projects and another \$25,000 held in reserve for potential contributions to:
 - NWCSFR's annual operating budget
 - Offset costs for 1-2 industry members to travel to Wash., D.C. this year in support of federal research funding
 - And potential support development of a successor technical platform replacing the UGMVE system.
 - 22 proposals for 2022-23 (including continuing projects)
 - 55 Committee Members/Reviewers
 - A more detailed discussion of the slate of proposed projects for next year will take place at the April 21 Board meeting.

OWB response to OWC's December 15, 2021, letter

ACTION: With the full Board's consensus, OWB will send the letter to OWC as soon as possible.

MEETING FINALIZATION

- Chair J. King adjourned the Oregon Wine Board public meeting at 11:37 a.m.