



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.