



March 8, 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, Celine Fauveau, Neil Ferguson, Stacey Kohler, Bree Stock

Guests

Morgen McLaughlin (WVWA), Julie Pond (NWSFR), UVWA members, Jana McKamey (OWA)

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 10:30 a.m.

Review of meeting minutes

- The Board reviewed the meeting minutes from January 30, 2024.

MOTION: G. Mortensen moved that the January 30 meeting minutes be approved. J. King seconded. The motion carried 8-0. (C. Gonzales had not yet joined the meeting).

Finance Committee & Administration

- S. Crawford updated the Board on the OWB Biannual Financial Review performed by Moss Adams.
- S. Crawford presented the Financial Reports from the second quarter of the fiscal year 2023-24.
- S. Crawford presented the fiscal year 2024-25 draft budget.
 - OWB is required to submit a budget to the State by April 1 for the upcoming fiscal year. The Board must approve a budget in March for this purpose.
 - Adjustments to the budget will be made when we get a full picture of the current year forecast and ask for the final fiscal year 2024-25 budget to be approved at the August 7 Board meeting.

MOTION: J. King moved to approve the Financial Reports for Q2 of the fiscal year 2023-24. G. Mortensen seconded. The motion carried 9-0.

MOTION: A. Ramirez moved that the 2024-25 Draft budget be approved as submitted as showing \$2,753,154 in income and \$2,870,410 in expenses. D. Irvine seconded. The motion carried 9-0.



- The Board reviewed two Industry Grant Requests
 - The Board approved the AAPI (Asian American Pacific Islander) Wine & Beer Fest \$2,000 request to help fund Chef participation in the event.
 - The Board approved the Applegate Valley Vintners Association \$2,000 request to help promote Applegate Valley's new destination website, Wander Applegate.
 - The Board discussed developing more specific details on the guidelines for the industry grant program.

Education Committee

- B. Stock presented to the Board the final ticket sales and sponsorships for the 2024 Oregon Wine Symposium (OWS).
- B. Stock updated the Board on the Labor and Salary Survey, which is conducted every two years.
 - B. Stock will collaborate with the Executive Directors and Associations to get their feedback and input on the Labor and Salary Survey and also schedule dates for each region to host townhall meetings.
 - The Education Committee is requesting that qualitative and additional track specific surveys be created and run on a rotating annual basis that covers vineyards and growers, winery, and interns, and tasting room and sales incentives/compensations to add meaningful insights to the Labor Survey data collected. This suggestion needs to be put in front of the in-development DEI Task Force.
- B. Stock updated the Board on Community Benchmark.
 - The program is being modified to capture demographic and regional sales data outside of Oregon.
 - The Dashboard tool has expanded to include a forecasting tool for producers.
 - A marketing program and Townhall calendar is currently being developed to expand state-wide regional engagement.
 - B. Stock will convene meetings with producers and user groups to build out an effective "toolkit" and marketing campaign to engage non-users and new users.

IPC Committee

- D. Irvine gave a summary on how and why the IPC Committee was formed a year and a half ago.

- C. Fauveau gave a high-level summary of the IPC and OWB requests on programming and deep dives.
 - Salary Survey
 - ASEV sponsorship
 - Vineyard & Winery Census
 - Wine Tourism Strategic Plan
 - Industry collaboration on grant opportunities
 - Industry database
 - Anti-alcohol climate mitigation strategy
 - DEI
- The Board gave its full support of the IPC recommendations.
- The Board discussed the anti-alcohol messaging and is working on how to develop its own industry campaign that is consumer focused, and not politically driven.
- The Marketing Committee will start to gather input and informed consent from the industry on creating a message within the scope of the Oregon Wine Board statute.

Research Committee

- C. Fauveau presented the 2023-2024 approved research projects and the six current proposed research projects for 2024-25.
- She also informed the Board that in May the researchers will present updates and progress on their funded research projects.
- G. Jones emphasized the need to promote our research to gain more involvement and collaboration within the wine industry.

Marketing Committee

- M. Ponzi discussed the diverse group of twelve that has been vetted and appointed to the Marketing Committee.
- A comment was made that it did not appear that there was full statewide representation in the committee.
- N. Ferguson commented that the intent was to have all the regions be represented in the committee, but some regions did not have anyone who submitted an application.
- M. Ponzi said they have a few more spots on the committee and would gladly accept more applications in the next week.
- G. Mortenson emphasized to the group that the committee members were highly vetted with different perspectives and asked for some patience while they continue to get organized.



- D. DeWitt gave an update on the OWM partnership with Tillamook, which includes an in-person event on May 4 and a virtual event on May 16.
- OWM ads will include the Oregonian, PDX Monthly, OPB, Travel Oregon, and digital ads.
- D. DeWitt also discussed the OWM sweepstakes, “Choose Your Own Adventure” package.
- He also discussed setting up a National Wholesaler Oregon Wine Month Incentive.

Other OWB Business

- G. Bianco spoke about setting up more frequent Board meetings throughout the year which will include adding meetings in June and October.
 - Doing so will help in structuring the frequency of the IPC meetings as well.
- G. Bianco updated the Board on a meeting she attended regarding the Sherwood Hospitality District.
- She also brought up for discussion the three discounted tickets for the Wine Market Council meeting on March 20.
- J. King updated the Board on a meeting held with a member of the Oregon China Council that may be holding a delegation event in Oregon with the hopes that the OWB would be interested in attending to help promote Oregon as a category in China.
- G. Jones wrapped up the meeting by thanking the Umpqua Valley for its hospitality and presence at the Board meeting.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 2:33p.m.

MARCH 8, 2024

Executive Session

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

- Comments and concerns regarding the James Suckling team event
- General Conflict of Interest Issues
- Strategic Planning Timeline and Goals
- New Marketing Committee Make-up and Goals
- OWB Meeting Frequency and Type (in person vs virtual)