



OREGON WINE BOARD MEETING MINUTES

DECEMBER 3, 2020 <<FINAL>>

VIA ZOOM

ATTENDANCE

- BOARD:** Bob Morus (Chair), Kevin Chambers (Vice Chair), Eugenia Keegan (Chair Emeritus), Donna Morris (Treasurer), Bertony Faustin, Jason Tosch, Barbara Steele, Justin King, Hilda Jones
- STAFF:** Tom Danowski, Marie Chambers, Christina DeArment, Stacey Kohler, Kai McMurtry, Sally Murdoch, Bree Stock, Jess Willey
- GUESTS:** Eryan Andries (OWC), Allen Holstein (Holstein Vineyards), Jennifer Kerrigan (SOWA), Ken Johnston (OWC), Katie McFall (Willamette Valley Visitors Association)

MEETING OPENING

Call to Order

Chair B. Morus called the Oregon Wine Board public meeting to order at 10:37 a.m.

Board Minutes

The Board reviewed minutes from the October 27 Board meeting.

J. Tosch moved that the October 27 Board meeting minutes be approved as submitted. E. Keegan seconded. The motion carried 8-0. H. Jones abstained.

MATTERS FOR DECISION

Finance Committee

- M. Chambers presented and discussed the 2020-2021 Balance Sheet and P&L report.

H. Jones moved that the 2020-21 Balance Sheet and Profit and Loss Statement be accepted as submitted. B. Faustin seconded. The motion carried 9-0.

- There was a discussion around the potential impact on the grape tonnage tax and what that might look like on the revenue and expense sides of the budget. The management team assured the Board that the OWB will be closely monitoring monthly transfers from OLCC to OWB and is prepared to adjust 2020-21 spending as needed to respond to any revenue shortfalls.

Election of 2021 Executive Officers

E. Keegan moved to approve Donna Morris (Chair), Hilda Jones (Vice Chair), Justin King (Treasurer), and Bob Morus (Chair Emeritus) as Executive Officers in 2021 as proposed. J. Tosch seconded. The motion carried 9-0.

Industry Awards

- The Oregon Wine Industry Award nominations were discussed, and Directors were instructed to submit votes via a ballot. The award presentations are to be made during the 2021 virtual Oregon Wine Symposium in February.

Oregon Solutions

- B. Morus asked the Board to consider a proposal by Oregon Solutions to facilitate five more dialogue sessions with industry interest groups for an amount not to exceed \$5,000.
- As part of the supplemental funding agreement, the Board would ask that Oregon Solutions report back at the conclusion of the five sessions.

J. King moved to approve the funding of up to \$5,000 to Oregon Solutions to facilitate five more sessions with industry interest groups. B. Steele seconded. The motion carried 9-0.

Education Committee

- B. Stock gave an update on OWS 2021 and asked for Board feedback on several scheduling questions and seminar topics.

Research Committee

- Research Chair, J. Tosch updated the Board on the November 12 Research Steering Committee meeting.
 - The committee reviewed the 2021 RFA and determined that no changes were necessary.
 - The Research Committee will have an orientation meeting for application review panelists in early February.
 - J. Tosch gave a brief update on the progress of OSU's grape and wine sample testing for wildfire smoke phenols and archiving of data points for future research proposals.
 - The NW Berry Foundation shared that they are developing a searchable database within its website which will house research outcomes. OWB will talk further with NFB about collaboration on incorporating grape and wine research into that project. This collaboration could help in developing an OWB Research Knowledge Center to house information from OWB funded research and other Oregon-relevant wine and grape research that grew out of the research strategic planning efforts.

Strategic Marketing Committee

- K. McMurtry gave an update on the Brand Identity work, the sequence of the project, industry engagement, and the launch of the Brand.
 - In early 2020 the OWB was awarded a \$50,000 grant through the WCLP program administered by Travel Oregon to help subsidize this project.
 - Watson Creative was contracted as our partner and started engaging with leaders in major production regions in August through mid-September and also held six industry group workshops.
 - The strategy and discovery phase formed the foundation of the creative work that is currently being presented to the Board and will be refined further in late Dec. or early Jan.
 - In January, Watson will return to those regional participants to give them a preview of the creative work.
 - The completed Brand will be launched industry wide at Symposium in Feb. 2021.

Closing Remarks

- Thoughtful remarks were made by various Board Directors and staff members to K. Chambers and B. Steele for their service as Board Directors.
- Thanks were expressed to B. Morus as Board Chair for his leadership during an especially challenging year.

MEETING FINALIZATION

Chair B. Morus adjourned the Oregon Wine Board meeting at 12:58 p.m.

EXECUTIVE SESSION:

9:00 – 10:30 a.m.

The Board met in Executive Session to discuss future educational programming, the potential for expense reductions in 2020-21 and status of the Oregon Solutions process.