



# OREGON WINE BOARD MEETING MINUTES

APRIL 20, 2021 <<FINAL>>

VIA ZOOM

## ATTENDANCE

- BOARD:** Donna Morris (Chair), Bob Morus (Chair Emeritus), Hilda Jones (Vice-Chair), Justin King (Treasurer), Remy Drabkin, Bertony Faustin, Eugenia Keegan, Dennis O'Donoghue, Jason Tosch
- STAFF:** Tom Danowski, Marie Chambers, Jess Willey, Stacey Kohler, Kai McMurtry, Sally Murdoch, Bree Stock
- GUESTS:** David Beck (Co-Chair, OWB Research Committee), Jennifer Kerrigan (SOWA), Jennifer Sitton (OWC), Julie Pond and Elisa Ford (NCSFR), James Thommes (OWB Research Committee/Two Mules Vineyards)

## MEETING OPENING

### Call to Order

Chair D. Morris called the Oregon Wine Board public meeting to order at 3:35 p.m.

### Board Minutes

The Board reviewed minutes from the March 11 Board meeting.

B. Morus moved that the March 11 Board meeting minutes be approved as submitted. E. Keegan seconded. The motion carried 8-0. (R. Drabkin not yet in the meeting).

## MATTERS FOR DECISION

### Research Committee

- Research Committee Chair J. Tosch presented the V&E research project payroll proposal for 2021-22.
  - The request was made to the Board to fund \$339,118 for seven continuing research projects, above its original approved Research budget of \$280,000 for the 2021-22 fiscal year.
  - It was noted that the recommended list did not include project proposals related to smoke impact studies and there may be a request for additional funding later in the summer to support additional research.
  - It was generally agreed that if any of the seven projects on the recommended pay list are funded through other granting pools, the savings could be applied to later requests for smoke related research.
  - The Board invited the Research Steering Committee to present an update at OWB's June 10 meeting on final project funding decisions made by other granting agencies and foundations.

B. Morus moved to allocate funding of the seven recommended research projects for \$339,118, with the incremental \$59,118 over budget coming from OWB's operating surplus. E. Keegan seconded. The motion carried 9-0.

## MATTERS FOR DISCUSSION

### Finance Committee

- M. Chambers presented the adjusted 2021-22 budget that reflects the Board-approved additional funding for the 2021-22 Research budget.
- M. Chambers reminded the Board that OWB uses a three-year average to calculate the grape assessment and privilege tax figures.
  - M. Chambers presented a “worst-case scenario” demonstrating the potential impact of a second year of depressed grape assessment tax income which showed a possible future need to access reserve funds in order to maintain currently approved program budget levels.
  - Another budget update will be presented at the August board meeting if necessary, to reflect any new information on the 2021 harvest and tax forecast, as well as any adjustments related to the close of the 2020-21 fiscal year.

### Industry Communications

- D. Morris introduced a DRAFT Industry Engagement Matrix, which reflects the leadership and partnership pillar of the strategic plan and outlines how Board Directors, and some staff members might develop a higher level of engagement, communication, and partnerships within the industry and OWB committees.
- In the next few weeks work will be done on pairing each OWB Director with a regional association Board counterpart to begin work on establishing one-on-one relationships in efforts to develop stronger communication between the Board and regional associations.
- D. Morris discussed starting work on developing a formal Governance committee or rechartering the Executive Committee to ensure the high functionality and efficiency of the Board itself.

### Education Committee Update

- B. Stock communicated to the Board that in response to Symposium feedback, the Education Steering Committee is recommending OWS '22 be a three-day event instead of a four-day event in February 2022.
  - There was a Board consensus for directing the OWB's Education Committee to plan for a three-day virtual event beginning February 15, 2022.
  - The Board discussed aspects of managing educational content for OWS '22 and beyond.
    - In order to maintain separation of funding and charters between advocacy groups and the OWB, the Board Directors agreed that the OWB should not host advocacy presentations during OWS and should not deliver presentations at other events hosted by advocacy groups.

### Media Relations Update

- S. Murdoch informed the Board that the three-day Wine Media Conference scheduled in early August is proceeding as planned.
  - The conference will include 123 writers participating in 6 excursions starting in Eugene and working their way to the Willamette Valley, Columbia Gorge, Umpqua, and Rogue.
  - Although there are some concerns from one or two regions about hosting excursions, OWB is working to mitigate these concerns as we want to welcome the writers to our state.
  - H. Jones, E. Keegan, D. O'Donoghue, B. Stock, and T. Danowski expressed interest in participating in a welcoming committee for the writers.

### OWB Organizational Design

- T. Danowski discussed the current OWB staff alignment and its design to fulfill the strategic plan.
- The board agreed that OWB management should fill the currently vacant Marketing role while updating the job description. The Marketing position is included within the headcount reflected in the approved budget for the 2021-22 fiscal year.

## MEETING FINALIZATION

Chair D. Morris adjourned the Oregon Wine Board meeting at 5:58 p.m.

**APRIL 20**  
**EXECUTIVE SESSION**  
3:00-3:30 P.M.

The Oregon Wine Board Directors met in Executive Session to discuss the annual staff performance review process and to agree on the milestone dates. Directors will meet in Executive Session again on June 10.