



OREGON WINE BOARD MEETING MINUTES

JUNE 10, 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-Vice Chair, OWB Research Committee), Steve Thomson (Vice-Chair, International Marketing Committee), Robin Harkless (Oregon Solutions)

MEETING OPENING

Call to Order

Chair D. Morris called the Oregon Wine Board public meeting to order at 11:20 a.m.

Board Minutes

The Board reviewed minutes from the April 20 Board meeting.

E. Keegan moved that the April 20 Board meeting minutes be approved as submitted, with a spelling error correction. D. O'Donoghue seconded. The motion carried 9-0.

MATTERS FOR DECISION

Finance Committee

- M. Chambers presented the 2020-21 Balance Sheet and P&L report through the end of April 2021.
 - The balance sheet is reflecting the effect of the 2020 harvest on cash flow.
 - The P&L is on track to meet the year-end income and expense forecast, despite the unexpected 12% decline in income this year.
 - A year-end report will be presented at the August Board meeting.

D. O'Donoghue moved that the 2020-21 Balance Sheet and Profit and Loss Statement be accepted as submitted. J. King seconded. The motion carried 9-0.

Research Committee update

- Research Committee Chair J. Tosch updated the Board on the Research Steering Committee's work on developing a formal charter.
- J. Tosch asked for Board input on the Chair and Vice-Chair positions, including the appointments process, term lengths, and qualifications.

- J. Tosch spoke about the V&E research project payroll for 2021-22.
 - At the April 20 Board meeting the Board approved funding \$339,118 for seven continuing research projects in 2021-22.
 - One of the OWB's approved projects received funding from another, out-of-state grant-funding pool. J. Tosch requested the \$50,111 originally allocated to that gene editing project be reserved for smoke-related research in the event it is possible to sample grapes that are not affected by smoke this fall.
 - The Research Steering Committee will present updates at OWB's August 12 meeting on final project funding decisions made by other granting organizations and on the OSU proposal for grape sampling this fall.

E. Keegan made a motion to hold \$50,000 from the currently approved 2021-22 research budget to spend on smoke-related research during fall 2021 at the discretion of the Research Steering Committee. J. King seconded. The motion carried 9-0.

MATTERS FOR DISCUSSION

International Marketing Update

- International Marketing Committee Chair, B. Morus gave an update on the international programming.
 - B. Morus reiterated for the group that the international marketing committee is designed to meet two of OWB's strategic pillars; market expansion and brand equity.
 - Despite the challenge from the pandemic, the international marketing program has been ambitious.
 - Vice-Chair, S. Thomson emphasized the importance of wineries participating in events that build a presence in the international market for Brand Oregon which benefits the entire industry.

Communications Update

- S. Murdoch gave an update on the 2021 Crisis Communications Plan that included input from the Oregon Fire Marshal's Office, Travel Oregon, Professional Journalists, and a Media Trainer.
 - There will be crisis communication preparation exercises with a media trainer and industry spokespeople in the coming weeks to help ensure readiness and identify any process improvements, required to deal with unexpected events such as smoke-related incidents.
 - S. Murdoch also gave an update on the Pour it Forward campaign for Oregon Wine Month.
 - S. Murdoch updated the Board on ongoing results from the 2021 PR outreach plan, including broadcast TV winemaker spotlights and collaborations with regions such as RVV and New Zealand Winegrowers.

Oregon Solutions Update

- R. Harkless gave an update on the Oregon Solutions progress and issues that the Oregon Wine Industry has been focusing on.
 - Taxes - who pays, who benefits; a small working group has convened to work with OLCC on data collection.
 - OWB outputs and role, orientation to industry, objectives & goals.
 - Industry-wide transparency & communication.

Oregon Wine Board Meetings

- The Board Directors discussed meeting formats and dates for the remaining 2021 Board meetings and 2022.

OWB Staffing Update

- T. Danowski updated the Board on the recruitment efforts for the open Marketing position.

MEETING FINALIZATION

Chair D. Morris adjourned the Oregon Wine Board meeting at 1:20 p.m.

APRIL 20
EXECUTIVE SESSION
9:00 – 11:00 a.m.

The Oregon Wine Board Directors met in Executive Session to discuss annual performance appraisals and 2022 Oregon Wine Symposium.