



OREGON WINE BOARD MEETING MINUTES

MARCH 11, 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, Christina DeArment, Stacey Kohler, Kai McMurtry, Bree Stock
- GUESTS:** Kim Bellingar (WVWA), Robin Harkless (Oregon Solutions), Jennifer Kerrigan (SOWA), Morgen McLaughlin (WVWA), Julie Pond (NCFSR)

MEETING OPENING

Call to Order

Chair D. Morris called the Oregon Wine Board public meeting to order at 9:02 a.m.

Board Minutes

The Board reviewed minutes from the December 3, 2020 Board meeting.

H. Jones moved that the December 3, 2020 Board meeting minutes be approved as submitted. B. Morus seconded. The motion carried 7-0. (R. Drabkin and D. O'Donoghue were not Board Directors in 2020).

MATTERS FOR DISCUSSION

Education Committee update

- J. Willey presented the 2021 OWS Attendee Survey Recap.
 - The results are from the post-event survey that reflected input from approximately 400 respondents with a response rate of 36%, more than doubling past years responses.
 - As a result of the virtual format there was a slight increase in attendance from Southern Oregon as well as from out of state and international locations.
 - Overall registrations were lower this year than past years. Some factors that may have affected the lower count may be related to skepticism around the 4-day virtual format, sharing of registrations, and a tighter time frame to market the event.
 - Overall, the comments were positive focusing on the high quality of content, the ability to bring in a more diverse group of speakers from around the world and easier access to more sessions rather than having to choose between popular simultaneous seminars.
 - The Board discussed future symposia and the value of in-person vs. hybrid/virtual event for 2022 and subsequent years.

R. Drabkin moved that the Board direct the Education committee to begin developing a virtual Oregon Wine Symposium for February 2022. J. King seconded. The motion carried 9-0.

- The Board directed the management staff to release its commitment to the Oregon Convention Center for March 7-9, 2022.

Oregon Solutions Update

- R. Harkless gave an update on the Oregon Solutions progress and next steps for work on behalf of the Oregon Wine Industry to facilitate a collaborative process on a range of topics.
 - T. Danowski commented that the Grapevine newsletter and OWB annual report should be shared with the Oregon Solutions participants as an example of communications about the way industry resources are used in response to industry requests and in support of the OWB's strategic plan.
 - T. Danowski and C. DeArment shared that the OWB has begun work on developing a scorecard that will help quantify statewide engagement with OWB programs.

Research Committee Update

- Research Committee Chair J. Tosch summarized for the Board the slate of research project proposals for 2021-22.
 - 33 proposals were received with funding requests totaling \$1.75 million.
 - The Research Committee will work with a budget of \$280,000.
 - J. Tosch discussed the risk in losing several projects that are seeking continued funding and would like the Finance Committee and Board to consider opening up the reserve funds to invest in those projects.
 - The Board will meet in a Special Board meeting on April 20 to discuss whether or not to allocate an amount above the \$280,000 budgeted for 2021-22, based on the Research Committee's final recommended slate of projects.

Marketing Update

Brand Identity

- K. McMurtry gave an update on the Brand Identity work.
 - Final materials and files will be completed by the end of March and in April the work will roll out.
 - The new brand work will be included in the new 2021-22 Touring Guide printing in April, new digital materials for Oregon Wine Month, and later in the year via a complete refresh of the Oregon Wine consumer website, communications, and social channels.

Oregon Wine Month

- K. McMurtry reminded the Board that in 2019 the directors and managers reviewed the OWM program and its efficacy across a variety of channels and decided to take a step back from the historical execution and reconsider how this program could best serve the industry.
- With COVID uncertainties it was further decided that 2021 would not be the most responsible time to try to design and launch a new Oregon Wine Month effort but still aim to deliver a meaningful period of promotion to the industry given constraints.
- K. McMurtry provided an update on consumer programming for 2021.
 - This year's consumer programming includes a mix of past successes and new elements that are responsive to the brand work and web marketing goals for the coming year.
 - An Oregon Wine Brand Library is being developed and is intended to be a robust expansion of stories and itineraries to build brand equity, invite engagement with Oregon wine, and drive traffic to Oregonwine.org and regional associations.
- C. DeArment provided an overview of what OWM will look like to trade professionals this year.
 - B. Stock will be conducting four educational webinars with the first webinar focusing on Oregon and the other three sessions on different regions across the state.
 - Offering digital POS graphics and files for customization.
 - The opportunity to promote the Oregon Wine getaway sweepstakes that is designed for consumers.
 - Provide an opportunity to promote events throughout the month May on the event calendar.
- J. King stated that OWM is not connecting on a national level with distributors to its full potential. It is important that distribution partners are utilizing and engaging those OWM materials, and that

individual wineries are engaging with other Oregon wineries who share the same wholesalers to maximize impact.

- R. Drabkin recommended that OWB look at the marketing materials themselves and make sure they embrace and reflect principles of diversity equity and inclusiveness to connect with a national audience.

Finance Committee update

- M. Chambers presented the 2020-21 Balance sheet & P&L.
 - The OWB is on track for the year forecasting a 14-15% reduction in the Grape Assessment income. In response to lower 2020-21 income, a 15% reduction was made to spending across all OWB budget categories except for technical research grants.
 - Forecasted spending levels maintain reserve goal and a modest surplus.

J. King moved that the 2020-21 Balance Sheet and Profit and Loss Statement be approved as submitted.
E. Keegan seconded. The motion carried 9-0.

- M. Chambers presented the 2021-22 proposed budget that had been reviewed previously with OWB's Finance and Executive Committees.
 - M. Chambers reminded the Board that OWB uses a three-year average to calculate the grape assessment and privilege tax figures and commented that there is risk in meeting the budgeted tax income figure in 2021-22.
 - Budget income highlights include; decrease in program revenue due to fewer trade events and changes to grant funding, potential new SCBG & WCLP grants, and some uncertainty involving OWS revenues and expenses as the event format had not yet been confirmed.
 - Budget expense highlights include; Research grant funding proposed at \$280,000, 2022 OWS budgeted to break even on a preliminary basis, budget included for consumer website and marketing activities related to the new branding, maintaining Wines Fly Free, Oregon Wine Month and trade education essentials.
 - M. Chambers shared list of industry questions and comments regarding the budget proposal with the board, although no adjustments or additions were recommended at this time.
 - Board discussed the public comment process and agreed to evaluate better ways to gather industry input during the annual budget process.

B. Morus moved that the 2021-22 proposed budget be approved as submitted showing \$2,346,120 in income and \$2,399,099 in expenses with a follow up Board meeting on April 20 where the Board will make any adjustments that come out of further research and industry discussions. D. O'Donoghue seconded. The motion carried 8-0. (R. Drabkin had left the meeting before the vote).

Action: M. Chambers will follow up again with each industry organization who submitted comments and questions on the proposed 2021-22 budget.

MEETING FINALIZATION

Chair D. Morris adjourned the Oregon Wine Board meeting at 1:58 p.m.