



OCTOBER 21, 2021

Virtual Board meeting minutes **FINAL**

ATTENDEES

Board

Donna Morris, Hilda Jones, Justin King, Eugenia Keegan, Jason Tosch, Remy Drabkin, Dennis O'Donoghue

Staff

Tom Danowski, Marie Chambers, Bree Stock, Sarah Murdoch, Kai McMurtry, David DeWitt, Stacey Kohler

Absent

Bob Morus (Donna Morris designated as proxy), Bertony Faustin

Guest

Elisa Ford (NWCSF), Rachel Adams (Assemblage), Tiquette Bramlett (Assemblage), Morgen McLaughlin (WVWA)

MEETING OPENING

- Chair D. Morris called the Oregon Wine Board public meeting to order at 9:36 a.m.

MATTERS FOR DECISION

Review of meeting minutes

- The Board reviewed the minutes from the August 30, 2021, meeting.
 - **MOTION:** R. Drabkin moved that the August 30, 2021, meeting minutes be approved as submitted. D. O'Donoghue seconded. The motion carried 8-0.

Finance Committee

- M. Chambers presented the 2021-22 financials through September.
 - M. Chambers pointed out that after the second half payment of the 2020 harvest assessment tonnage was deposited, the year-end forecast is about 7% down from last year's income and about 17% down from what was budgeted this year.
 - With the drop in income, it takes the projected net deficit for the year to (\$476,000).
 - To maintain our 2021-22 approved budget, the Board may need to access the reserve fund.
 - Management recommends that OWB consider potential adjustments to the 2022-23 expense budget after the January 2022 OLCC transfer of the first half of 2021 harvest tonnage tax payment.
 - **MOTION:** D. O'Donoghue moved that the 2021-22 financials through September 2021 be accepted as submitted. E. Keegan seconded. The motion carried 8-0.



Request for funding of a 3-part DEI training series

- R. Adams, Executive Director of Assemblage, presented a proposal for OWB to provide \$7,200 to sponsor one segment of a 3-part DEI training series that will be presented to the Oregon wine industry in December.
 - Due to the expected income decline from the grape assessment and the tight timeline to decide, the Board was hesitant to make a commitment. However, J. King with King Estate and J. Tosch with Stoller Wine Group agreed to work towards providing the requested funding from within their combined company resources.

Education Committee

- D. Morris reminded the Board that it did not endorse a marketing services agreement related to the 2022 Oregon Wine Symposium when it met on August 30, 2021.
- Instead, the Executive Committee proposed providing the Oregon Winegrowers Association with two assets that would support a successful OWA Trade Show as well as the OWB's virtual Education Program.
 - **MOTION:** OWB will provide OWA with email addresses for the industry contacts in its database to be used exclusively for promotion of OWA's 2022 trade show.
 - **MOTION:** OWB will manage the design and development of a modified home page (<https://www.oregonwinesymposium.com/>) for the 2022 Symposium that directs visitors to both the OWB's virtual Symposium registration site and a separate OWA live Trade Show registration site. OWB will offset up to \$500 of the associated expense for the home page development.

J. Tosch moved that both motions be approved as submitted. J. King seconded. The motions carried 8-0.

MATTERS FOR DISCUSSION

Education Committee

- B. Stock updated the Board on the curriculum that's being developed for the OWB's virtual Symposium in February 2022.
- B. Stock spoke about the Oct. 18 Community Benchmark and WISE Academy launch webinar with AVA's.
 - Due to a variety of questions and concerns that arose from the meeting there is a more robust FAQ sheet being developed while meetings are being scheduled with individual AVA groups and a general industry presentation will be held on Nov. 8.

Marketing Report

- K. McMurtry gave an update on the OWM programming for 2022.
 - A national chain retail sell sheet was delivered in Sept. and shared with the industry.



- The first of two OWM webinars for the industry has been scheduled for Nov. 10. A second is expected in the new year.
- Both 3-tier and DTC implementation committees will convene as needed throughout the end of the year.
- A marketing program deck will be published in November.

Industry Meetings

- T. Danowski and M. Chambers provided more details on the upcoming Nov. 2 industry association meeting that will allow industry association Board leaders and staff to learn more about OWB's programs during the first half of next year and to also offer input on priorities for the budget year starting July 1, 2022.
 - D. O'Donoghue commented that although this is progress in the right direction, it is a difficult time of year to solicit input. He suggested that going forward OWB should ask for input during the summer months, so regional associations have time to engage properly.

Board Administration

- D. O'Donoghue updated the Board on the illegal cannabis farms and their effect on Southern Oregon grape farmers.
 - The Board agreed to invite advocacy groups to its Dec. board meeting to learn about what is being done to address the issue.

MEETING FINALIZATION

- Chair D. Morris adjourned the Oregon Wine Board public meeting at 12:02 p.m.

OCTOBER 21, 2021

Executive Session

9 – 9:30 a.m.

The Oregon Wine Board Directors met in Executive Session to discuss the 2022 Oregon Wine Symposium.