



INDUSTRY PARTNERSHIP COMMITTEE (IPC) Committee charter

I. Purpose of the Industry Partnership Committee

The primary purpose of the Industry Partnership Committee (IPC) is to provide a structured feedback loop between OWB and industry associations, as well as provide a scheduled, safe space for open, free-flowing discussion in forums and task groups that offer insights for OWB programs. IPC meetings should result in an agreement on how to approach a wide array of topics, including, but not limited to, communications, marketing, education, industry insights, business research and analysis, and consumer information.

The IPC also provides a forum where all marketing and advocacy associations involved in the growth of the Oregon wine industry can share their priorities and mutualize our efforts.

II. Committee responsibilities

The Industry Partnership Committee makes recommendations on OWB programming and budget allocation based on association and regional perspectives and priorities, as well as OWB's goal to serve the broad Oregon wine industry, including industry members not represented by an association. The Committee can make recommendations to the OWB Board of Directors for consideration in the following areas.

- OWB budget allocations
- Communication plans
- Trade and consumer marketing activities
- Business research and analysis
- Viticulture and enology research priorities, technology shifts
- Industry and consumer research
- Surveys
- Education
- OWB committees' composition

Structured Communication Loop

This structured communication loop ensures informed decision-making, and alignment of goals between the Oregon Wine Industry represented by the IPC, the various OWB committees and the OWB Board of Directors, driving the organization with clarity and purpose.

1. The IPC shall develop and deliver recommendations to the OWB Board of Directors. All recommendations made by the IPC to the OWB Board of Directors shall be a collective representation of the IPC members. When multiple recommendations are made to the Board, IPC shall prioritize the recommendations.
2. The OWB Board of Directors shall review and discuss these recommendations, make decisions, and provide guidance to appropriate OWB committees.
3. OWB committees implement the Board's directives, monitor progress, and evaluate outcomes.

4. OWB Committees' implementation progress and challenges are relayed back to the IPC, allowing for recommended adjustments or refinements to be made.

OWB standing committees should be represented on the IPC by at least one committee member as chosen by each committee and approved by the OWB Board

IPC Members Onboarding and Renewal Process

At the beginning of each calendar year, an onboarding session shall be held, including all current and new IPC members and OWB Board members. This session may be held in different regions of the State to allow IPC members to experience the wines, culture, and environment of all Oregon wine regions.

III. Committee membership & structure

Committee members are expected to attend all meetings as regional representation and consistency are very important. An attendance under 75% may result in the membership re-evaluation.

Chair and Co-Chair:

The Chair and Co-Chair will preferably be from different regions.

The Chair is appointed by the OWB of Directors. The Chair position will be held by an Oregon Wine Board Director. New chair appointments take effect at the first IPC meeting of the calendar year.

The Co-Chair is recommended by IPC members and confirmed by the Oregon Wine Board of directors. The Co-Chair position will be held by an industry association board director and is preferably a grower or winemaker. New Co-Chair appointments take effect at the first IPC meeting of the calendar year or at the earliest possible date.

The Chair and Co-Chair will jointly convene and preside over all Committee meetings. They will act as the primary point of contact for the OWB Board and staff. They are responsible for bringing IPC recommendations to the OWB board of directors in a timely fashion.

OWB staff

- **Industry relationship staff** will facilitate the meetings and provide administrative support (work with IPC Chair/Co-Chair to set agenda and meeting schedules, set up meetings, gather future agenda items, take minutes, etc.). OWB will communicate relevant IPC outcomes to the industry via the Grapevine.
- **OWB program managers and directors** will join meetings pertaining to their area of expertise.

Marketing and Advocacy Associations

- Associations will request to be members of the IPC. Their application is approved by OWB Directors.
- Each association will identify up to two representatives, the association director will participate if possible.
- Specialists: Members of the associations or staff can be appointed by each industry association's board to act as program specialists who can provide their expertise in marketing, media relations, education, viticulture & enology research, industry research, and surveys.
- IPC member associations will communicate and amplify the work and activities of the IPC>This will include non-members, when possible.

- Associations will make sure they are representing the best interests of all growers and producers in their geographical region while also representing their members. OWB will also communicate IPC's work to the statewide industry to ensure all feel represented.

Independent industry members

Industry members not affiliated with an association can apply to sit on the IPC through an application form. Applications will be submitted to the IPC Chair and Co-chair, who will determine grant membership. Applicants must currently be working in the Oregon wine industry. There is no maximum term length for members of the IPC.

Special guests, specialists, or experts

Extraordinary speakers may be invited periodically to allow committee members to learn more about relevant issues confronting the industry to support the mission and goals of the IPC. They will act as advisors to the IPC. The IPC meetings will not replace all industry forums.

IV. Meeting Frequency and agenda

A meeting cadence for the year will be set at the beginning of the calendar year. The agenda of each meeting will align with OWB's decision-making schedule. Preparation material will be sent prior to meetings, participants will be expected to attend prepared. Time will be allowed in each meeting for industry requests unrelated to the agenda. To ensure no valuable feedback or idea is lost or forgotten, a proposal will be made to address and or re-evaluate these requests at the most appropriate time.

At the beginning of the calendar year, a retro-planning will be proposed by OWB staff and refined with IPC members to make sure the feedback forum is planned to allow sufficient time to provide, discuss and incorporate feedback. The IPC may form specific working groups and subcommittees or assign specialists consistent with agenda items.

Unforeseen events and crisis situations

Unless the severity of the event requires overruling the agenda of the meeting, crisis or unusual circumstances will be briefly discussed and a separate meeting will be scheduled to address the situation. In the case the severity of the situation requires overruling the agenda, the decision will be made to reschedule the current meeting to make sure the feedback platform is still provided.

V. Accessibility of IPC's work

To comply with the OWB's commitment to transparency and disclosure, IPC meetings will be open to Oregon wine grape tax-paying constituents, and invited guests. IPC meeting notes will be made available to Oregon wine industry members following approval by the committee. The IPC may, on occasion, meet privately to discuss certain agenda items that require confidentiality. In such instances, meeting notes will reflect the substance of those conversations.

VI. IPC Charter modification

IPC may propose changes to this Charter occasionally to establish such rules as may be appropriate or necessary to facilitate the conduct of the IPC as we work together. Ratification and adoption of proposed changes to this Charter will require a majority vote of the IPC membership and approval by the OWB Board of Directors.