

OREGON WINE BOARD MEETING MINUTES
August 14, 2018 <<FINAL>>
LOCATION: OSU, Corvallis

Attendance

Board: John Pratt (Chair), Eugenia Keegan (Vice Chair), Steve Thomson (Chair Emeritus), Jason Tosch (Treasurer), Kevin Chambers, Donna Morris, Bob Morus, JP Valot

Staff: Tom Danowski, Marie Chambers, Jess Willey, Sally Murdoch, Kai McMurtry, Christina DeArment, Stacey Kohler

Guests: Dan Arp, Todd Bastian, Bill Boggess, Mark Chien, Dai Crisp, Ryan Harris, Patty Skinkis, James Stern, Nadia Streletskaya, Bill Sweat, Andrew Bandy-Smith, Matthew Thompson

Absent: Hilda Jones – (Proxy vote – Bob Morus)

MEETING OPENING

Call to Order

- Chairman J. Pratt called the OWB Board meeting to order at 12:33 p.m.

Board Minutes (Attachment)

- The Board reviewed minutes from the June 7, 2018 Board meeting.

K. Chambers moved that the June 7, 2018 Board meeting minutes be approved. Chair Emeritus S. Thomson seconded. The motion carried unanimously.

MATTERS FOR DECISION

Finance Committee

- Treasurer J. Tosch along with M. Chambers gave the Finance Committee report.

Treasurer J. Tosch motioned that the 2017-2018 Balance sheet and P&L through June 30, 2018 be approved as submitted. Chairman J. Pratt seconded. The motion carried unanimously.

- M. Chambers presented and discussed the 2018-19 proposed budget.

Treasurer J. Tosch motioned that the 2018-19 proposed budget be approved as submitted showing \$2,839,432 in income and \$3,091,527 in expenses. Chairman J. Pratt seconded. The motion carried unanimously.

OWB Strategic Planning

- T. Danowski outlined a recommended approach for the OWB's 2019-22 Strategic Planning process.
 - Chair Emeritus S. Thomson commented that he'd like to see more rigor in our planning, committee structure and committee communications.
 - Chairman J. Pratt said he'd like the Marketing committee to have a long range vision and plan. Chairman J. Pratt would like to have the Marketing committee conduct a listening tour across the state, similar to what is planned for V & E

- Research to hear what our industry as a whole finds valuable.
- J. Willey reviewed the OWB's current Strategic Plan Objectives and recommended we use the upcoming Research listening tour and summit as a guide for conducting future listening tours for our other OWB functions.

Research Committee

- Research Committee Chair J. Tosch gave a brief update on the Research meeting that was held on August 13, 2018. J. Tosch informed the group that the next Research Committee meeting will be moved to April 2, 2019 in Corvallis to allow more time to review 2019-20 research proposals.
- J. Tosch updated the group on planning for the August listening tour and the November 1-2 Research Summit.
- R. Harris, President of Domaine Serene Winery, presented Grace and Ken Evenstad's pledge of up to \$500,000 for critical new viticultural research to be conducted by the Red Blotch Study Team comprised of USDA researchers and OSU scientists on grapevine red blotch virus. Domaine Serene and the OSU Foundation are inviting industry members to contribute matching funds. OWB and the OSU Foundation agreed to help generate industry and donor awareness of the matching gift opportunity.

NW Ctr. for Small Fruits Research Washington, D.C. Trip Report

- Dai Crisp gave a review and update on the success of the annual DC trip including progress made to secure consistent funding from the federal farm bill for small fruits research.
- Crisp recommended we send at least 2 people to DC from Oregon, if possible, due to the vast amount of meetings that are held over 2-3 days. He stated it's very important that we are representing ourselves and getting access to key lawmakers and federal agency administrators.

OWSCR/Business & Economics Research

- N. Streletskaia presented a progress report on her research project that examines the consumer experience in Oregon winery tasting rooms, and focuses on variables influencing the consumer's willingness to purchase wine. Field studies will be conducted this fall with an estimated project completion and full report by February 2019.
- J. Sterns gave a status report of the study on Wine Club member preferences and motivations. He said they are re-designing their approach to improve industry participation in the study.

Marketing/Communications

- S. Murdoch gave an update on Media Relations and Communications efforts.
- C. DeArment and K. McMurtry gave presentations recapping Oregon Wine Month.

Industry Satisfaction Preliminary Report

- J. Willey gave a brief update on the preliminary results from the 2018 Industry Satisfaction Survey.

Business & Economics Research

- Bill Sweat made a proposal to study a possible increase in the grape tonnage assessment in order to generate the wine industry matching funds required for OSU's Food and Beverage Center. \$3 million is needed from the wine industry to match the state's approved bonding authority which expires in 2019.
- Sweat suggested an ad-hoc committee discuss a possible legislative approach as well as the implications for the industry of a possible increase in the \$25/ton grape assessment. Chairman John Pratt agreed.

Action: Tom Danowski will work with J. Pratt, B. Sweat and J. Bernau to explore the feasibility of a grape tax increase.

MEETING FINALIZATION

Chairman J. Pratt adjourned the OWA Board meeting at 3:48 p.m.

Note: Chair Emeritus Steve Thomson attended only the first portion of the OWB meeting departing at 1:02 p.m.