

OREGON WINE BOARD MEETING MINUTES
AUGUST 17, 2017 <<FINAL>>
LOCATION: OSU FOUNDATION, CORVALLIS, OREGON

Attendance

Board: Steve Thomson (Chair), John Pratt (Treasurer), Ellen Brittan (Chair Emeritus), Hilda Jones, JP Valot, Eugenia Keegan, Kevin Chambers and Jason Tosch

Staff: Tom Danowski, Marie Chambers, Jess Willey, Bree Boskov, Sally Murdoch and Lydia Mullany

Guests: Dai Crisp, Lumos Wine Company

Absent: Doug Tunnell (Vice Chair) (Proxy vote – Ellen Brittan)

MEETING OPENING

Call to Order

- Thomson called the OWB Board meeting to order at 1:07 p.m.

Board Minutes

- The Board reviewed minutes from the June 8 Board meeting.

Brittan moved that the June 8, 2017 Board meeting minutes be approved as submitted. K. Chambers seconded and the motion carried unanimously.

MATTERS FOR DECISION

Finance Committee Report (Attachments)

- The treasurer (Pratt) gave the Finance Committee report.

Keegan moved that the Balance Sheet and Profit and Loss Statement through June 30, 2017 be approved as submitted. Brittan second and the motion carried unanimously.

Research Committee Report

- Review and approval of the viticulture and enology 2018-19 RFA
 - Committee Chair, John Pratt presented the 2018-19 viticulture and enology research RFA that was revised by the Research committee.
 - The Research committee identified OWB research priorities adding more specific language to these areas.
 - grapevine diseases
 - vine balance methods and technology for better water and nutrient monitoring and their impact on vine health
 - fermentation management and wine storage techniques
 - There was discussion to amend the language to the funding portion to read “at least” in front of the dollar amount to leave room for state allocated funds for research. And to add language about the requirement for yearly submission of proposals for multi-year projects.

- John Pratt presented the updated process in reviewing and scoring research projects.
 - Investigators have the option to submit a one page pre-proposal about the project's merits.
 - Proposals will be in priority order with additional data on scientific merit, practical application and recommended funding level.

Pratt moved that the RFA be approved as amended. Valot seconded and the motion carried unanimously.

- **ACTION: Mullany will make suggested edits to the RFA and Forward the final to the Committee Chair for review.**

MATTERS FOR DISCUSSION

Allocation of HB 5006 Funding

- M. Chambers presented a draft allocation of funding for marketing, research and education. There was discussion to add more funds to education.
- **ACTION: The Board will re-visit the allocation of funds at the next meeting.**

Education Committee Report

- Boskov reported on the 2018 OWS schedule
 - 2018 OWS will again forego a keynote speaker and allocate the funds towards building panels and speakers that would have more benefit to the industry.
 - Session will include viticulture, enology and business tracks along with general sessions each morning.
 - The Symposium sessions will serve as a vehicle to introduce the OWB education subjects to the industry for the calendar year.

Marketing Committee Report

- Willey presented OWB Marketing Update
- USDA/Specialty Crop Block Grant
 - The OWB project for conceiving, planning, promotion and execution of out-of-market educational seminars and tasting events has been approved by the ODA. The grant is for \$175,000.
- First Time OWB participated as a sponsor at TEXSOM conference on August 12
 - Opportunities for Oregon Wineries to get involved in the future is listed on the OWB industry website.
- There was discussion about partnerships that benefit the industry including GuildSomm, OPC alumni and Seventy Fifty. Other potential partnerships were considered.
 - Seventy Fifty was suggested as a benefit for OWA members.
- Next Marketing Committee meeting is on August 25, 2017 – Teleconference.
- **ACTION: Mullany will send out Resource Material packet used at TEXSOM in the next Board Bulletin.**

OWSCR Report

- Valot gave update on OWRI improvements at Woodhall; teaching vineyard, fermentation sciences and research.
 - The OWSCR meeting in August 2018 will be held at Woodhall.
 - Research Scientists will be added to the OWSCR meeting agendas to present updates on their project.
- Kevin gave update on Business & Economics Research.
 - There are five applications submitted. There will be a committee meeting on August 29 at 1:30 pm to discuss the research proposals.

NWCSFR DC Trip Report

- Dai Crisp gave a review as to how NWCSFR is funded. Bob Martin is the Research Leader. The researchers are combining efforts for streamlined projects.
- Dai and Chad Vargas had 25 successful meetings during the DC Trip including time with Bob Merkel, NIFA and growers/farmers.

ACTION: Mullany will procure from Dai Crisp a list of all the wine research done by NCCSFR in the last two years.

MEETING FINALIZATION

It was agreed that the next Board Meeting will be October 23 at 2:00 pm – Teleconference Only

Thomson adjourned the OWB Board meeting at 3:22 p.m.