



OREGON WINE BOARD MEETING MINUTES

AUGUST 13, 2019 <<FINAL>>

LOCATION: Oregon Farm Bureau

ATTENDANCE

- BOARD:** Eugenia Keegan (Chair), Kevin Chambers (Vice Chair), John Pratt (Chair Emeritus), Bob Morus (Treasurer), Jason Tosch, Hilda Jones, Donna Morris, Bertony Faustin, Justin King
- STAFF:** Tom Danowski, Marie Chambers, Jess Willey, Sally Murdoch, Bree Stock, Kai McMurtry, Christina DeArment, Stacey Kohler
- GUESTS:** Dai Crisp (Northwest Center for Small Fruits Research), Jana McKamey

At 12:25 p.m. Chair E. Keegan called for an Executive Session in accordance with ORS192.660(2)(a), only the Board and press are allowed to participate.

MEETING OPENING

Call to Order

- Chair E. Keegan called the OWB Board meeting to order at 1:05 p.m.

Board Minutes (Attachment)

- The Board reviewed minutes from the June 6, 2019 Boardmeeting.

Chair Emeritus J. Pratt moved that the June 6 Board meeting minutes be approved as submitted. K. Chambers seconded. The motion carried unanimously.

Vice Chair K. Chambers moved that the Board approve the minutes reflecting its unanimous vote via e-mail in June endorsing the Research Committee's recommended 2019-20 V&E project payroll version 9. Chair Emeritus J. Pratt seconded. The motion carried unanimously.

MATTERS FOR DECISION

Finance Committee

- M. Chambers presented and discussed the Finance Committee report.

Treasurer B. Morus moved that the final, year-end 2018-19 Balance Sheet and Profit and Loss Statement be approved as submitted. D. Morris seconded. The motion carried unanimously.

- There were discussions around how to allocate the \$150,000 in unexpended budget originally allocated to the AFRI research grant program. A request was made to hold the funding for other technical research opportunities.
- Chair E. Keegan recommended the Board hold the unallocated surplus for now and to more thoroughly discuss allocation options during the Oct. 24 Board conference call.

Treasurer B. Morus moved that the updated 2019-20 proposed budget be approved as submitted showing \$2,993,407 in income and \$3,254,711 in expenses. H. Jones seconded. The motion carried unanimously.



Research Committee

- Research Committee Chair J. Tosch presented the Research Committees 2019-20 DRAFT RFA proposal.
 - J. Tosch highlighted the inclusion of the strategic plan pillars that are framed in the Areas of Inquiry section of the DRAFT RFA and noted a few edits recommended by the Research Committee at its Aug. 12th meeting.
 - J. Tosch commented about the need to improve the process OWB uses to communicate with research scientists about its funding decisions. He again recommended the Board give permission for the Research Committee to exercise its discretion in committing to projects after the Board has approved an annual funding level. This could allow for immediate communication with researchers following the Research Committee's proposal evaluation and award meeting.

Actions:

- Chair E. Keegan directed Research Committee Chair J. Tosch to present, by March 2020, a recommended action plan and timeline for communicating as soon as possible with research scientists about OWB's next round of annual project funding decisions;
- Research Committee Chair J. Tosch was asked to present an overall assessment of OWB's Research program, as well as a progress report on how approved projects are fulfilling the Strategic Plan, when requesting Research funding for 2020-21 at the March, 2020 Board meeting.

J. Tosch motioned to approve the 2019-20 DRAFT RFA proposal as presented on-screen. Chair Emeritus J. Pratt seconded. The motion carried unanimously.

MATTERS FOR DISCUSSION

Northwest Center for Small Fruits Research

- D. Crisp gave a review and update on the success of the annual Washington, D.C. trip and the progress made to secure consistent funding from the federal farm bill for small fruits research.
- He also reiterated the importance of sending 2 if not more people from Oregon to D.C. due to the vast amount of meetings that are held over 3 days and importance of representing ourselves to key lawmakers and federal agency administrators.

Education Committee

- B. Stock gave an update on the 3 tracks; Viticulture, Enology, and Sales & Marketing at OWS 2020.
 - In response to Symposium feedback for more understanding around basic winery accounting and accounting choices a series of webinars is being created to support use of the Profit Planner.
- B. Stock also updated the Board on the development the Oregon Wine certification program to be utilized as part of a NW certification for international markets and as stand-alone training to create ambassadors and educators.

Marketing/Communications Committee

- S. Murdoch reviewed 2018-19 Communications activities and presented an outline of the 2019-20 plan.
- C. DeArment and K. McMurtry gave presentations on results from the May 7 Wines from the Edge Tasting event with New Zealand Winegrowers in New York City and also recapped Oregon Wine Month and the future of the program.

OWB Strategic Planning

- J. Willey gave an update on the purpose, objectives and development of the OWB strategic planning process, which will culminate at the Dec. 5 Board meeting. The process will include soliciting input from all Board and staff post-harvest.
- Chair E. Keegan recommended the Board have set expectations and prepared materials in hand well in advance of Dec. 5 so that Board directors can come ready to discuss. D. Morris recommended that the pre-reading include MarComm and Research strategic plans and listening tour summaries.



- Chair E. Keegan agreed to on-board new Board appointees prior to Dec. to ensure they can be active contributors to the strategic planning session.

MEETING FINALIZATION

Chair E. Keegan adjourned the OWB Board meeting at 3:55 p.m.