



OREGON WINE BOARD MEETING MINUTES

JUNE 6, 2019 **FINAL**

LOCATION: LINFIELD COLLEGE

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, Bree Stock, Kai McMurtry, Christina DeArment, Stacey Kohler
- GUESTS:** Jeanne and David Beck, Jana McKamey

At 12:07 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 1:22 p.m.

Board Minutes (Attachment)

- The Board reviewed minutes from the Mar. 7, 2019 Board meeting.

J. Tosch moved that the Mar. 7 Board meeting minutes be approved once the minutes reflect a change that adds the text “in business research” to the Research Committee section, bullet #4. K. Chambers seconded. The motion carried unanimously.

MATTERS FOR DECISION

Finance Committee

- M. Chambers presented an updated 2018-19 Balance Sheet and P&L.
 - Annual income should be up 9% from last year mostly due to an increase in the grape tax receipts and higher 2019 OWS ticket revenue.
 - Expenses will also come in 6% favorable versus budget with \$150,000 in AFRI research money coming back from escrow.
 - Year-end net income is expected to come in \$440,875 ahead of plan.

J. Pratt moved that the 2018-19 Balance Sheet and Profit and Loss Statement be approved as submitted. B. Morus seconded. The motion carried unanimously.



Research Committee

- Research Committee Chair J. Tosch and Vice-Chair D. Beck presented the V&E research project playlist proposal for 2019-20.
 - J. Tosch informed the group that there have been discussions with the Research Steering Committee around improving the application review process and updating it to provide better transparency.
 - J. Tosch recommended optimizing the timing of future communication about funding decisions to research scientists. He asked the Board to approve the annual Research budget and authorize funding of projects up to that amount at the discretion of the Research Committee. This would allow for immediate communication with researchers following the Research Committee's proposal evaluation process.
 - Discussion followed about the implications of such changes and the Board's obligation to provide sufficient oversight of the research funding process including an annual vote on specific projects recommended by the Research Committee. J. Tosch expressed his opinion that the Board need only approve an annual spending level instead of the slate of specific research projects since doing so is not in alignment with the way the Board oversees other budget line items.

Chair Emeritus J. Pratt motioned that the 2019-20 V&E research funding playlist be approved. J. Tosch seconded. The motion carried unanimously.

Chair Emeritus J. Pratt motioned that in the future the Board hold a special meeting special by conference call soon after the Research Committee develops its recommended playlist to enable Board to review, and take action on, the next proposed slate of projects. J. King seconded. The motion carried 8-1 with J. Tosch voting no.

Marketing/Communications Committee

- Marketing & Communications Committee Chair D. Morris presented the 2019-24 Marketing & Communications Strategic Plan that was developed after the statewide listening tour, industry survey and summit meeting on May 13.
- J. Willey shared that the next steps include laying out the functional work plans to deliver on the strategic objectives and developing the 2019-20 budgets and metrics to track progress against the plan.
- The management team will also work with the Board leading up to its December meeting at which we hope to come to agreement on an organization-wide strategic plan for OWB.
- K. Chambers mentioned that a similar process could be followed for Education.

H. Jones motioned to approve the 2019-24 Marketing and Communications Strategic Plan. Treasurer, B. Morus seconded. The motion carried unanimously.

MATTERS FOR DISCUSSION

Education Committee

- J. Beck presented the 2019 OWS survey analysis reflecting input from industry attendees.
 - J. Beck noted that this year had the largest number of paid registrations since this reporting started in 2012 and also the largest number of survey results.
 - G. Jones' climatology report once again topped the list followed by the OWB and OWA updates.
 - There were several suggestions made to bring back the State of the Industry seminar in the future.



- B. Stock informed the Board of the preliminary content planning currently underway by the education committee for the 2020 OWS.

Marketing/Communications Committee

- K. McMurtry and C. DeArment gave presentations on results from the Oregon Wine Trail Toronto event on April 9 and the New York City events (Oregon Wine Trail and Wines from the Edge) on May 6 & 7.
 - The data showed that all 3 Oregon Wine Trail events provided a positive market experience for wineries, trade and consumers. The team has started work on planning additional events in 2020.

International Committee

- International Committee Chair, B. Morus gave the Board an update from the May 16 International Marketing Committee Meeting.
 - Committee Chair B. Morus explained the newly formed International Steering Committee for the purpose of evaluating new markets and ideas that are put forth during the year and support the OWB team with clear direction from the committee.

MEETING FINALIZATION

Chair E. Keegan adjourned the OWB Board meeting at 4:00 p.m.