



OREGON WINE BOARD MEETING MINUTES

COVID-19 Response

MARCH 23, 2020 <<FINAL>>

VIA TELECONFERENCE

ATTENDANCE

BOARD: Bob Morus (Chair), Kevin Chambers (Vice Chair), Eugenia Keegan (Chair Emeritus), Donna Morris (Treasurer), Hilda Jones, Bertony Faustin, Justin King, Barbara Steele

STAFF: Tom Danowski, Marie Chambers, Stacey Kohler

ABSENT: Jason Tosch (could not make a phone connection)

MEETING OPENING

Call to Order

Chair B. Morus called the Oregon Wine Board public meeting to order at 4:03 p.m.

MATTERS FOR DISCUSSION

Industry Coordination and Communication Meeting feedback

T. Danowski briefly discussed the background and purpose of the Oregon Wine Industry Discussion Forums which will be convened by the OWB and held periodically during the COVID emergency. The first one was held March 19.

- The Discussion Forum grew from requests of support from industry members around the state to share information about COVID-related regulatory and legislative actions under consideration and also to review best operating practices for wineries and vineyards.
- The next Discussion Forum is scheduled for March 23 at 9:00 a.m. Future meetings will be scheduled on a weekly basis and the future of the forum will be evaluated next month.

Board Director Coordination and Communication Practices

The Board discussed how it would like to respond to special Board meeting requests from within the Board.

- The Board directors decided they would hold regular, scheduled calls weekly for at least the next 4 weeks on Mondays at 4:00 p.m. and adjust accordingly. Agendas for these Special Meetings will focus primarily on COVID-related developments of importance to the statewide wine industry.
- The Board discussed how best to use of our current committee structure to help respond to COVID-19 issues in particular, the Finance committee and Marketing committee.
 - The Directors agreed they would each bring back any important industry issues or agenda items from their respective regions that deserve Board discussion.
 - The Board discussed ways in which the OWB could consolidate and assess, on a preliminary basis, the various Federal and State level financial relief/assistance offerings. Any OWB analyses or opinions would not substitute for the due diligence expected of any industry member or the expectation that business owners would seek out the advice of professional experts or trusted business advisors specific to questions related to their individual business.
 - A suggestion was made to provide daily updates on the OWB social media platforms with links to important industry information.

Action: Chair B. Morus empowered the OWB Finance committee to explore the concept of forming an Ad Hoc committee to examine the best way to inform the industry of the different options for emergency relief and financial assistance packages and discuss with the Board next week.

OWB March 20 Marketing Conference Call Summary

T. Danowski recapped the March 20 Marketing call and highlighted 2 important threads from the conversation.

1. The OWB staff will review the 2019-20 marketing budget and determine how best to redirect some funding to social media advertising to increase awareness of existing DtC offers from Oregon wineries.
2. This spring the OWB will bring together a group of industry sales managers from around the state, along with other executives experienced in the 3-tier system, for an Ad Hoc study group to consider changes coming to supplier-wholesaler-restaurant/retailer relationships and how the distribution system might be reshaped by the COVID crisis.

OWB Activities Calendar

- T. Danowski informed the Board that the staff is actively working on unwinding and reconfiguring various OWB activities which include the Oregon Wine Trail event and International events.
- The Educational committee is continuing to meet virtually as is the International Marketing Committee which hold its meeting via conference call or web conference as scheduled on April 16.
- M. Chambers updated the Board on the restructuring of the Research Committee proposal review meeting. The committee has decided it will not hold a broader meeting but is instead circulating the proposal information via email and once the input has been received the ResComm Steering Committee will meet to discuss the final roster. The Board will have the list of proposals on or around April 17 in advance of Board teleconference to consider the proposed 2020-21 pay list by April 30.

Notes

- T. Danowski asked for Board agreement that OWB staff is not, at this time, directed to reallocate funding to create a grant program for regional associations. Board members expressed agreement.
- S. Kohler will set up a meeting with H. Jones, D. Morris, and B. Faustin to work with the management team on structuring future Board conversations about the survey data, conclusions and indicated actions from the Board's 2019 self-assessment survey.

MEETING FINALIZATION

Chair B. Morus adjourned the Oregon Wine Board meeting at 5:09 p.m.