

## OREGON WINE BOARD MEETING MINUTES

MARCH 7, 2019 **FINAL**

LOCATION: SOWI-ROSEBURG

### 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, Stacey Kohler

**GUESTS:** Ken Johnston, Elin Miller, Ron Schofield, Andy Swan, Jana McKamey

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*At 12:45 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 1:45p.m.

#### Board Minutes (Attachment)

- The Board reviewed minutes from the Dec. 7, 2018 Boardmeeting.

Chair Emeritus J. Pratt moved that the Dec. 7, 2018 Board meeting minutes be approved. H. Jones seconded. The motion carried unanimously.

### MATTERS FOR DECISION

#### Finance Committee

- Treasurer B. Morus and M. Chambers gave an update on the 2018-19 Balance Sheet and P&L.

H. Jones moved that the 2018-19 Balance Sheet and Profit and Loss Statement be approved as submitted. J. Tosch seconded. The motion carried unanimously.

A motion to give OWB management discretion to cover up to half of DWT's expenses associated with TTB Rule #176 comments on behalf of the industry was made by Chair Emeritus J. Pratt. H. Jones seconded. The motion carried unanimously.

**ACTION:** M. Chambers to come back to the Board in August with final 2018-19 and updated 2019-20 financials. A revised 2019-20 budget will at that time include, at the suggestion of Chair Emeritus J. Pratt, a modest contingency amount providing flexibility to address unanticipated needs that may present themselves during the year.



- M. Chambers presented and reviewed the 2019-20 proposed DRAFT budget.

Chair Emeritus J. Pratt moved that the 2019-20 proposed budget be approved as submitted showing \$2,912,00 in income and \$3,026,731 in expenses. Vice Chair, K. Chambers seconded. The motion carried unanimously.

## MATTERS FOR DISCUSSION

### Education Committee/Symposium Updates

- B. Stock gave a preliminary update on the attendee survey results and feedback from OWS2019.
  - H. Jones commented that the OWB should look into serving our students and educational partners by providing more discounts so as to not create financial hardships or limit their participation at the Symposium.
  - B. Stock mentioned that there is a volunteer program that is offered to students to help offset costs.
  - T. Danowski mentioned that conversations have been going on with organizations that may have an interest in sponsoring student's participation fees at Symposium.
  - K. Chambers discussed possibly including trade partners into future Symposiums.

### Marketing/Communications Committee

- Marketing Committee Chair D. Morris briefed the Board on the Jan. 31 MarComm meeting which helped define and develop hypotheses around Brand Oregon and potential audiences.
- The MarComm listening tour dates are April 17 – 23.
- Conversations with Subject Matter Experts will take place late March/early April followed by the MarComm Summit on May 13.

### International Committee

- International Committee Chair, B. Morus informed the Board that the next International Committee meeting will be held on May 16.
- The meeting will focus on expanding committee membership to bring in fresh perspectives and will be important for the committee to develop an annual international marketing plan and calendar.

### Research Committee

- Research Committee Chair J. Tosch updated the Board on ongoing efforts to create and develop a Knowledge Center based on feedback resulting from the Research Summit.
- Research Committee Chair J. Tosch gave an update on the 2019-20 V&E proposed research project list. The Research Committee will convene on April 2 to review and score the research projects and arrive at its recommendations to be made to the Board at its June meeting.
- Given delays in current projects, Business & Economics sub-committee Co-Chair K. Chambers informed the Board that the committee has determined that it will not seek additional funding in 2019-20 for this area of research.
- OSU researchers have encountered challenges with getting industry to participate in business research. Alternative data collection strategies are being discussed.



Oregon Wine Standing Committee on Research

- OWSCR Chair K. Chambers informed the Board that there is a meeting scheduled with a steering group, including industry members, OWRI and OSU on April 2 to examine the committee's charter.

MEETING FINALIZATION

Chair E. Keegan adjourned the OWB Board meeting at 3:52 p.m.