



## OWB INDUSTRY PARTNERSHIP COMMITTEE (IPC)

### Committee charter

#### I. Purpose of the Industry Partnership Committee

The primary purpose of the Industry Partnership Committee (IPC) is to provide a structured feedback loop between the Oregon Wine Board (OWB) and Oregon-based industry associations (including cross border AVAs), as well as provide a scheduled, safe space for open, free-flowing discussion in forums and task groups that offer insights for OWB programs. IPC meetings should result in an agreement on how to approach a wide array of topics, including, but not limited to, communications, marketing, education, industry insights, business research and analysis, and consumer information.

The IPC also provides a forum where all marketing and advocacy associations involved in the growth of the Oregon wine industry can share their priorities and mutualize our efforts.

#### II. Committee responsibilities

**The Industry Partnership Committee** makes direct recommendations to the OWB's Board of Directors on OWB programming and budget allocation. Recommendations are based on association and regional perspectives and priorities, as well as OWB's goal to serve the broad Oregon wine industry, including industry members not represented by an association.

The Committee may make recommendations, identify gaps, and agree on tactics and joint efforts in the following areas.

- OWB budget allocations
- Grant funded applications and projects.
- Communication plans
- Trade and consumer marketing activities
- Business research and analysis
- Viticulture and enology research priorities, technology shifts
- Industry and consumer research
- Surveys
- Education

#### III. Committee membership & structure

Committee members, Chair and Co-Chair are expected to attend every meeting. Members will provide input with a statewide vision of positive outcomes.

##### **Chair and Co-Chair:**

The Chair and Co-Chair will preferably be from different regions.

**The Chair** is appointed by the OWB of Directors. The Chair position will be held by an Oregon Wine Board Director. New chair appointments take effect at the first IPC meeting of the calendar year.

**The Co-Chair** is a member of the IPC recommended by IPC members and confirmed by the Oregon Wine Board of directors. The Co-Chair position is preferably held by a grower or winemaker. New Co-Chair appointments take effect yearly at the first IPC meeting of the calendar year or the earliest possible date.



The Chair and Co-chair mandates are renewable 3 times, although a yearly rotation is preferred to encourage statewide representation. Industry Co-Chair candidates will be recommended by the IPC, for minimum term of 1 year.

The Chair and Co-Chair will jointly convene and preside over all Committee meetings, they will act as the primary point of contact for the OWB Board and staff. They are responsible to bring IPC recommendations to the OWB board of directors in a timely fashion.

### **OWB staff**

- Industry relationship staff will facilitate the meetings and provide administrative support (work with IPC Chair/Co-Chair to set agenda, and meeting schedules, set up meetings, gather future agenda items, take minutes, etc.). OWB will communicate relevant IPC outcomes to the industry via the Grapevine.
- OWB Managers and Directors will present the programs they are responsible according to the set agenda.
- OWB will communicate IPC's work to the statewide industry to ensure all are represented.

### **Marketing and Advocacy Associations**

- Associations will request to be members of the IPC. Their application will be submitted to approval by OWB Directors.
- Each association will identify up to two representatives. When the association has a director, they will participate if possible.
- Specialists: Members of the associations or staff can be appointed by each industry association's board to act as program specialists who can provide their expertise in marketing, media relations, education, viticulture & enology research, industry research, and surveys.
- IPC member associations will communicate and amplify the work and activities of the IPC, the outreach will include non-members, when possible.
- Associations will make sure they have the best interest of the geographical region they represent while also representing their members.

### **Independent industry members**

Tax paying Oregon wine Industry members not represented by or not affiliated with an association can request to sit on the IPC through an application process. Each year, the IPC Chair and Co-Chair may grant IPC committee membership for up to 2 at large members of the Oregon Wine Community. At large members will preferably comprise of one winery and one Vineyard.

Applications will be submitted to the IPC Co-Chairs who will grant membership for a 1-year term, which may be renewed. Candidates for these seats must be tax-paying Oregon winery or Oregon vineyard owners with expertise in one or more of the following areas; marketing, media relations, education, industry research, viticulture & enology research.

### **Special guests, specialists, or experts**

Subject matter speakers may be invited periodically to allow committee members to learn more about relevant issues confronting the industry to support the mission and goals of the IPC. They will act as advisors to the IPC. The IPC meetings will not replace all industry forums.

#### **IV. Meeting Cadence and Agenda**

A monthly meeting cadence for the year will be set at the beginning of the calendar year. The agenda of each meeting will align with OWB's decision-making schedule. Preparation material will be sent prior to meetings, participants will be expected to attend prepared. Time will be allowed in each meeting for industry requests unrelated to the agenda. To ensure no valuable feedback or idea is lost or forgotten, OWB staff will propose to the IPC a process to address and or re-evaluate these requests at the most appropriate time.

At the beginning of the calendar year, a retro-planning will be proposed by OWB Staff and refined with IPC members to make sure the forum allows sufficient time to provide, discuss and incorporate feedback.

The IPC may form specific working groups and subcommittees or assign specialists consistent with agenda items.

#### **Unforeseen events and crisis situations**

Unless the severity of the event requires overruling the agenda of the meeting, crisis or unusual circumstances will be briefly discussed and a separate meeting will be scheduled to address the situation. In the case the severity of the situation requires overruling the agenda, the decision will be made to reschedule the current meeting to make sure the scheduled agenda items are addressed in a timely fashion.

The IPC does not replace the Information Sharing Taskforce.

#### **V. Accessibility of IPC's work**

To comply with the OWB's commitment to transparency and disclosure, IPC meetings will be open to Oregon wine-grape tax-paying constituents and guests. IPC meeting notes will be made available to Oregon wine industry members following approval by the committee. The IPC may, on occasion, meet privately to discuss certain agenda items that require confidentiality. In such instances, meeting notes will reflect the substance of those conversations.

#### **VI. IPC Charter modification**

IPC may propose changes to this Charter occasionally to establish such rules as may be appropriate or necessary to facilitate the conduct of the IPC collaborative work. Ratification and adoption of proposed changes to this Charter will require a majority vote of the IPC membership and review by the OWB board of directors.