

**OREGON WINE BOARD MEETING MINUTES**  
**June 7, 2018 <<FINAL>>**  
**LOCATION: Linfield College, McMinnville, OR**

**Attendance**

**Board:** John Pratt (Chair), Eugenia Keegan (Vice Chair), Steve Thomson (Chair Emeritus), Jason Tosch (Treasurer), Kevin Chambers, Hilda Jones, Donna Morris, Bob Morus, JP Valot

**Staff:** Tom Danowski, Marie Chambers, Jess Willey, Bree Boskov, Sally Murdoch, Kai McMurtry, Christina DeArment, Stacey Kohler

**Guests:** David and Jeanne Beck, Jana McKamey (OWA)

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*At 11:45 a.m. Chairman, J. Pratt 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**

- Chairman, J. Pratt called the OWB Board meeting to order at 1:12p.m.

**Board Minutes** (Attachment)

- The Board reviewed minutes from the March 29, 2018 Board meeting.

Chair Emeritus, S. Thomson moved that the March 29, 2018 Board meeting minutes be approved. E. Keegan seconded. The motion carried unanimously.

**MATTERS FOR DECISION**

**Research Committee**

- Recommended V&E project payroll
  - Research Committee Chair, J. Tosch presented the V&E research project payroll for 2018-19. Board Chairman, J. Pratt updated the group on a late request from M. Chien on two research proposals. J. Pratt commented that OWB has a defined process timeline and established protocol and suggested we follow those guidelines. J. Tosch asked that the board table the discussion on these types of late requests and take it to the Research Committee for further input.

Treasurer, J. Tosch motioned that the 2018-19 V&E research funding payroll be approved. K. Chambers seconded. The motion carried unanimously.

- Proposed Research Summit Meeting
  - D. Beck presented to the board the Case Statement and objectives for the proposed Research Summit on Nov. 1 & 2, 2018.
  - D. Beck discussed the need for setting our research priorities and

maximizing our return on investment. K. Chambers added that the previous Research Summit in the 1990's was a success. Chairman, J. Pratt suggested we may want to model the listening tours for marketing, and education efforts in the future.

- T. Danowski gave a brief intro on the facilitator that was selected and informed the board of an upcoming meeting on June 11 with members of the Research steering committee to meet and discuss desired outcomes.

Chair Emeritus, S. Thomson motioned that the 2018 Industry Research Summit to be held on Nov 1 & 2, 2018 at an estimated cost to OWB of \$3,500 be approved. JP Valot seconded. The motion carried unanimously.

#### Finance Committee Report

- Treasurer, J. Tosch presented the 2017-18 balance sheet and P&L statement.
  - Treasurer, J. Tosch noted that the 2018 OWS went over budget due to higher venue costs. M Chambers added that we also went over the OWS budget due to increased food and beverage expense attributable to greater than anticipated attendance.

**ACTION: M. Chambers to come back to the Board in August with final 2017-18 and updated 2018-19 financials.**

H. Jones moved that the 2017-18 Balance Sheet and Profit and Loss Statement be approved as submitted. K. Chambers seconded. The motion carried unanimously.

#### Education Committee

- 2018 OWS review
  - Jeanne Beck presented the OWS survey analysis reflecting input from industry attendees.
    - 2018 saw an increase in Southern Oregon and California participants.
    - 2018 yielded the largest number of survey responses since 2012, but the overall rating for the symposium was slightly lower than 2017.
    - Greg Jones' climatology report once again topped the list followed by a seminar on powdery mildew.
  - Education Committee Chair, E. Keegan reported that the Education committee has already begun discussions and planning for the 2019 OWS. E. Keegan told the board that the Education Committee is looking into re-vamping some of the business sessions and titling the sessions more accurately to help draw in more participants. E. Keegan complimented B. Boskov on bringing people and resources together to talk about the 2019 OWS. Chairman, J. Pratt said he was proud to be part of the OWS event and commended everyone who was involved.

#### Marketing/Communications

- April 24 L.A. Master Class & Tasting review
  - C. DeArment and K. McMurtry gave presentations on the consumer and industry survey results with feedback and lessons learned from the April 24 Oregon Wine Trail event. B. Boskov commented on the master class.

- S. Murdoch gave an update on the communications and media coverage from the event.

International Committee

- M. Chambers gave a brief recap on international efforts and the upcoming in-bound tours.

Research Committee/OWSCR

- D. Beck presented the history on the OWB research funding process and the founding of the Oregon Wine Standing Committee on Research. D. Beck pointed out that there needs to be continuous improvement on the process of standard operating procedures.

**MEETING FINALIZATION**

Chairman J. Pratt adjourned the OWA Board meeting at 3:35 p.m.