

## OREGON WINE BOARD MEETING MINUTES

**JUNE 8, 2017 <<FINAL>>**

**LOCATION: LINFIELD COLLEGE, MCMINNVILLE, OREGON**

### Attendance

**Board:** Steve Thomson (Chairman), John Pratt (Treasurer), Ellen Brittan (Chair Emeritus), Doug Tunnell (Vice Chairman), JP Valot, Eugenia Keegan, Kevin Chambers and Jason Tosch

**Staff:** Tom Danowski, Rose Cervenak, Marie Chambers, Jess Willey and Bree Boskov

**Guests:** Jeanne and David Beck/Crawford Beck Vineyard and Bill Sweat/Winderlea Vineyard and Winery

**Absent:** Hilda Jones

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*At 12:15 p.m. Thomson called for an Executive Session in accordance with ORS192.660(2)(a), only the Board and press are allowed to participate. (During the session, Board Directors discussed annual staff performance evaluations.)*

### **MEETING OPENING**

#### Call to Order

- Thomson called the OWB Board meeting to order at 1:13 p.m.

#### Board Minutes

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

<p>Brittan moved that the Mar. 7, 2017 Board meeting minutes be approved as submitted. K. Chambers seconded and the motion carried.</p>
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### **MATTERS FOR DECISION**

#### Research Committee Report

- 2017-18 grant funding recommendations
  - Committee Chair, John Pratt presented the 2017-18 viticulture and enology research funding recommendation.
  - There was discussion about making cannabis taint an OWB research priority for the next RFA cycle.
  - The Board considered whether OWB should commission a study through a private lab that would provide rough indications about whether cannabis grown near vineyards causes taint.
    - The focus would be the impact of volatile compounds on grapes and wine.
    - It was suggested that the Research Committee discuss alternative approaches for assessing the potential effects of cannabis on wine grapes and wines when the Committee meets in August.

<p>Brittan moved that the 2017-18 Research Grant Funding Proposal be approved as submitted. Keegan seconded and the motion carried.</p>
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- Review and approval of Business and Economics Research RFA
  - The Board discussed the research priorities outlined in the RFA, which were derived from the listening tours held around the state with industry members in August and October 2016.
    - It was suggested that the Committee consider areas of focus where the research would have real impact.
  - M. Chambers confirmed that the Board had budgeted \$50,000 for business and economic research for FY2017-18.
  - There was discussion about considering the “academic cycle” when determining the best timeframe for requesting and evaluating future proposals, but that for 2017-18, the dates in the RFA are approved as submitted.

Pratt moved that the RFA be approved as amended. Tunnell seconded and the motion carried.

- **ACTION: Cervenak will make suggested edits to the RFA and forward the final to the Committee Chair and Vice Chairman for review.**
- **ACTION: Danowski and M. Chambers will work with K. Chambers and Bill Sweat (Vice Chairman) to determine the members of the review committee.**

### **SOWA Travel Oregon Grant Writing Proposal**

- The Board discussed the proposal by the Southern Oregon Wineries Association Board for \$1,800 to enable SOWA to hire a grant writer to apply for both a Travel Oregon Wine Country License Plate grant and a Travel Oregon Competitive Grant.
  - SOWA would match whatever funding they receive from Travel Oregon in accordance with the terms of the award(s).

Tunnell moved that the OWB grant SOWA \$1,800 to enable the hiring of a grant writer. Pratt seconded and motion carried.

- **ACTION: M. Chambers will forward the award letter with terms to SOWA’s Board Chair.**

## **MATTERS FOR DISCUSSION**

### **Oregon Wine Symposium Survey Results**

- Jeanne Beck presented the OWS survey analysis reflecting input from industry attendees.
- Overall, 2017 was a very good year for Symposium:
  - Highest number of survey respondents – 384
  - Highest number of paid registrants
  - Highest ratings in the four critical categories – conference scheduling, location and facilities, relevance of topics and trade show.
- Greg Jones’ climatology report once again topped the list of speaker ratings.

### **Marketing Committee Report**

- USDA/Specialty Crop Block Grant
  - The OWB project for conceiving, planning, promotion and execution of out-of-market educational seminars and tasting events has been approved by the ODA to move forward in the process.

- The funds requested is \$174,540
- Oregon Wine Resource Studio
  - Since going live in August 2016 the Resource Studio has been viewed by 6,155 unique users.
  - In February 2017 a printed brochure promoting the Resource Studio was mailed out to 1,000 sales and marketing staff within the Oregon wine industry. Another 1,000 brochures have been handed out to members of the industry and trade over the past three months.
  - The latest update to the Resource Studio was in April and included updated 2016 Nielsen sales data among other things.
- GuildSomm Video and Podcast
  - As a final stage of the grant project that funded the development of the Oregon Wine Resource Studio, the OWB has partnered with GuildSomm to produce an hour-long podcast and a 10-minute video featuring winegrowing regions in Oregon.
    - This podcast will be posted to the GuildSomm website in June.
    - The video will launch later this fall.
- 2017 Oregon Wine Touring Guide
  - This year's publication included updated maps, more tasting room listings and brand new photography and features.
  - Production was increased by 20% or 60,000 copies to expand the distribution footprint to include relevant areas such as Medford and the I-5 corridor north of Portland.

## **MEETING FINALIZATION**

Thomson adjourned the OWB Board meeting at 3:41 p.m.