



OREGON WINE BOARD MEETING MINUTES

AUGUST 11, 2020 <<FINAL>>

VIA ZOOM

ATTENDANCE

- BOARD:** Bob Morus (Chair), Kevin Chambers (Vice Chair), Eugenia Keegan (Chair Emeritus), Donna Morris (Treasurer), Hilda Jones, Bertony Faustin, Jason Tosch, Barbara Steele, Justin King
- STAFF:** Tom Danowski, Marie Chambers, Christina DeArment, Stacey Kohler, Kai McMurtry, Sally Murdoch, Bree Stock, Jess Willey
- GUEST:** Jordan Bice/Oxley & Associates/OWC

MEETING OPENING

Call to Order

Chair B. Morus called the Oregon Wine Board public meeting to order at 9:05 a.m.

Board Minutes

The Board reviewed minutes from the June 30 Oregon Wine Board meeting.

D. Morris moved that the June 30 Board meeting minutes be approved as submitted. J. Tosch seconded. The motion carried 9-0.

MATTERS FOR DECISION

Finance Committee

M. Chambers presented the 2019-20 Balance Sheet and P&L Statement as of June 30, 2020 and provided a comprehensive summary on how the financials account for income and expenses.

- Financial reports are updated monthly using a Modified Accrual Method which is a common method with Government agencies.
- Year-end reports include accruals to ensure all costs and income for prior fiscal year are captured in the correct fiscal year.
- Financial reports are provided during open OWB Board meetings and are published in the Annual Report. Detailed explanatory notes accompany the Year-end financials on the OWB's industry website and the approved Budget is published as well in the biennial SIBA report to the Oregon legislature.
- There was a specific discussion about accounts receivable balances and grant reimbursements, particularly from the Northwest Wine Coalition pertaining to the international marketing program. The OWB's partnership with Washington State Wine Commission in the Northwest Wine Coalition was highlighted, as well as the substantial level of program oversight provided by OWB staff.

E. Keegan moved that the final, year-end 2019-20 Balance Sheet and Pro Forma Profit and Loss Statement be accepted as submitted. J. King seconded. The motion carried 9-0.

M. Chambers presented the revised 2020-21 Budget.

- Changes from previous approved budget includes a slight adjustment to the grape assessment revenue based on the 3-year average budgeting method.
- The revised budget was adjusted to accommodate changes to programming for symposium, tourism marketing, and media relations, and international marketing.
- Industry research budget increased modestly to reflect the cost of the economic impact report.
- Funding increased for DEI staff and board training.
- Some additional funding was included for computer and server updates.
- The Board discussed the possible impact of projected reduced tonnage from the 2020 harvest and agreed to review the budget again mid-year for possible adjustments to programming in the event of a significant shortfall of grape assessment income.

A motion was made that the Board review the budget in December and continue to hold the surplus until then in the approved budget as currently reflected. B. Steele moved and D. Morris seconded. The motion carried 9-0.

B. Morus moved that the revised 2020-21 proposed budget be approved as submitted showing \$2,576, 640 in income and \$2,823,247 in expenses. B. Steele seconded. The motion carried 9-0.

MATTERS FOR DISCUSSION

Education Committee

- OWS 2021
 - B. Stock confirmed that OWS 2021 will be held over the course of four consecutive days, February 16-19, as a virtual event.
 - The Board expressed a preference that a panel of industry members be recruited to deliver a state of the vintage report instead of a single speaker
 - The Education Committee will also explore the possibility of conducting a vineyard economics survey specific to Oregon.
- DEI
 - B. Stock updated the Board on the selection of Clinton Street Consulting to assist the Board and staff in DEI training.
 - B. Stock will confirm with Clinton Street Consulting on conducting the first training session on the afternoon prior to the December Board meeting.

Research Committee

- J. Tosch updated the Board on the August 10 Research Committee meeting.
 - Updates were presented from researchers on the progress on 2019-20 research projects.
 - A revised RFA was presented and discussed by the Board.

B. Morus moved that the RFA be revised as discussed be approved with minor edits for 2021-22. H. Jones seconded. The motion carried 9-0.

Topline preview of Industry Satisfaction Survey

- J. Willey recapped some of the preliminary data on the industry satisfaction survey.
- Net promoter scores were discussed along with overall key themes.

Strategic Planning

- K. McMurtry updated the board on the brand identity work that has begun with the new creative partner Watson.
- Work has begun to establish a timeline and prepare for brand identity discovery sessions with industry members.
- The Board endorsed B. Steele and D. Morris as representatives of the full Board in working with OWB staff to structure the discovery sessions.

Committee Structure

- T. Danowski gave a brief overview of the current OWB committee structure.
- T. Danowski recommended the Executive Committee serve in a coordinating role facilitating high-performing committees and task forces.
- The Board agreed it will continue working with the management team to improve committee performance.

MEETING FINALIZATION

Chair B. Morus adjourned the Oregon Wine Board meeting at 12:07 p.m.