



OREGON WINE BOARD MEETING MINUTES

COVID-19 Response

JUNE 16, 2020 <<FINAL>>

VIA ZOOM

ATTENDANCE

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

MEETING OPENING

Call to Order

Chair B. Morus called the Oregon Wine Board public meeting to order at 3:05 p.m.

Board Minutes

The Board reviewed minutes from the June 4 Oregon Wine Board meeting.

H. Jones moved that the June 4 Board meeting minutes be approved as submitted. E. Keegan seconded. The motion carried 8-0.

MATTERS FOR DISCUSSION

Regional Promotional Events

Chair B. Morus recapped his recent travel to Southern Oregon where he met and received feedback from various members in the industry.

- Following a meeting with Michael Donovan, B. Morus shared details on the *Ashland on a Plate* concept that was created in part due to the cancellation of the 2020 season of Oregon Shakespeare Festival performances. Local restaurants and local wine communities will work together in late summer 2020 on a technology assisted culinary experience in which local restaurants and local wineries support each other.
- OWB will offer its support in promoting the event through OWB communication channels once the final event details are confirmed.
- B. Steele commented that the Rogue Valley has appreciated and valued the time OWB Directors and staff have spent in the region.

DEI

T. Danowski updated the Board on the mostly favorable industry responses the OWB has received from the OWB Commitment to Change statement that was sent to the industry on June 9.

- The OWB staff will start focusing on action steps to fulfill the commitments made.
- The Governor's DEI staff will schedule a second meeting with the OWB and WVWA's DEBI committee to continue to explore and scope a DEI plan.

OWB's Industry Economic Impact Report: 2019

J. Willey gave an update on the Economic Impact survey which is conducted every three years with 2016 being the most recent publication.

- J. Willey is working with Christian Miller at Full Glass Research to scope a report that will look at 2019 and also estimate the 2020 figures to the degree possible based on responses given the pandemic impact on the wine industry. A proposal should be available in the coming weeks.
- T. Danowski commented that OWC could be a valuable partner for the report since their membership has a high proportion of the state's volume.

Annual OWB Staff reviews

T. Danowski briefly updated the Board on the performance review process for the OWB staff which will be completed shortly after the end of the fiscal year.

- D. Morris requested a copy of the Employee Performance Evaluation Form template.

ACTION: M. Chambers to send the Board a copy of the Employee Performance Evaluation Form template.

MEETING FINALIZATION

Chair B. Morus adjourned the Oregon Wine Board meeting at 3:48 p.m.