



# OREGON WINE BOARD MEETING MINUTES

June 4, 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, Stacey Kohler, Jess Willey, Sally Murdoch, Bree Stock, Kai McMurtry, Christina DeArment
- GUEST:** Jennifer Kerrigan (Del Rio Vineyards/SOWA), Jordan Bice (Oxley & Associates/OWC)

## MEETING OPENING

### Call to Order

Chair B. Morus called the Oregon Wine Board public meeting to order at 9:12 a.m.

### Board Minutes

The Board reviewed minutes from the May 26 Oregon Wine Board meeting.

E. Keegan moved that the May 26 Board meeting minutes be approved as submitted. B. Steele seconded. The motion carried 8-0. (B. Faustin not yet in the meeting).

## MATTERS FOR DISCUSSION

### Education Committee: OWS 2021

B. Stock shared that the Education committee has been working with wine industry thought leaders across all tracks on reconfiguring the 2021 Oregon Wine Symposium into a primarily virtual or hybrid event.

- OWS 2021 will include a 90-minute session per day from each of four tracks over four consecutive days in February 2021. Those tracks will include: Viticulture, Enology, Sales & Marketing, and Wine Business.
- Further Education committee discussions will be held to consider pricing and platform requirements, Spanish language interpretation, sponsorships, and potential regional watch parties.

**ACTION:** OWB staff to check on the dates of Washington's and California's respective state industry conventions and work with Social Enterprises to confirm the dates for OWS in February 2021 before communication is sent to the industry.

### Research Committee report on 2020-21 V & E payroll

J. Tosch reported that AVF's funding decisions did not impact the Research Committee's research project funding requests.

- AVF will fund 4 OSU research projects.
- The Research Steering Committee will meet to determine if the August Research Committee meeting scheduled at OSU is considered helpful while also looking at the possibility of holding the meeting virtually.

## Strategic Planning

J. Willey asked the Board to endorse the 2020-25 OWB Strategic Plan, which included input and feedback from many regional associations and hundreds of individual contributors from the Oregon wine industry.

- Board Directors along with a couple of OWB staff agreed to follow up with the individuals interviewed during the planning process to fulfill earlier commitments.

D. Morris moved that the 2020-25 OWB Strategic Plan be approved as presented. E. Keegan seconded. The motion carried 8-0. (B. Faustin not yet in the meeting).

J. Willey presented the first DRAFT 2020-2025 OWB Strategic Plan Scorecard, which would provide a framework for periodic assessments of progress on the plan.

- D. Morris commented that she would like the Board to review the scorecard or parts of it at each of the quarterly Board meetings.
- B. Steele suggested that we ask regional associations to review the scorecard with their respective members during their board meetings to aid in engaging more participation in OWB strategic work.
- T. Danowski recommended staff reach out to certain industry members who may have worked on similar organizational scorecard/dashboards that could provide input and feedback.

**ACTION:** J. Willey to revise the 2020-25 OWB Strategic Plan Scorecard and present it to the Board at the August meeting.

J. Willey updated the Board on the working group comprised of B. Faustin, H. Jones, and D. Morris and OWB management and the group's conclusions from the 2019 Board's self-assessment survey.

- Discussion surrounded Board responsibilities, expectations, skills, qualifications, and Board Governance.
- B. Steele and J. Tosch conveyed that the current workload for Board directors may not be sustainable. They would like to see more participation at the committee and sub-committee levels. It was suggested that the bullet point "Actively participate in and/or chair at least one Board committee" be highlighted more prominently in the document for industry members that articulates expectations of an OWB Director.
- H. Jones noted that she would like the Board at a future date to consider expanding the Board.
- E. Keegan commented that she would like to have the role of being a committee member explicitly defined on the skills and qualification document

**ACTION:** J. Willey will revise the Oregon Wine Board Service document and send the DRAFT to the Board for further comments before communicating to the industry.

## Governance/Board Operations

The Board discussed the potential chartering of a new committee or refocusing the Executive Committee to monitor Board effectiveness, recruitment, Board committee operations and new director orientation and onboarding.

- D. Morris asked the Board to consider whether the Board should develop a formal Governance committee or recharter the Executive Committee to address some of the issues that came out of the Board self-assessment survey.
- The consensus from the Board is that the Executive Committee would be rechartered to ensure the high functionality and efficiency of the Board itself.
- T. Danowski suggested the Directors consider organizational consulting assistance every so often to assess its performance and ensure the Board is fulfilling its mission

**ACTION:** The current Executive Committee to meet and review the Governance committee proposal and develop a charter statement describing the Executive Committee's roles and responsibilities.

### Financials

M. Chambers stated that work is being done on a reforecast of the year-end financials and will present to the Board the final year-end financials during the August Board meeting.

### MEETING FINALIZATION

Chair B. Morus adjourned the Oregon Wine Board meeting at 12:45 p.m.