



OREGON WINE BOARD MEETING MINUTES

COVID-19 Response

MAY 26, 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
- STAFF:** Tom Danowski, Marie Chambers, Stacey Kohler
- ABSENT:** Justin King
- GUEST:** Jennifer Kerrigan (Del Rio Vineyards/SOWA), Ken Johnston (Winemakers LLC/OWC), Montana Lewellen (Legislative Advocates on behalf of OWC)

MEETING OPENING

Call to Order

Chair B. Morus called the Oregon Wine Board public meeting to order at 3:12 p.m.

Board Minutes

The Board reviewed minutes from the May 19 Oregon Wine Board meeting.

D. Morris moved that the May 19 Board meeting minutes be approved as submitted. B. Steele seconded. The motion carried 7-0. (K. Chambers not yet in the meeting)

MATTERS FOR DISCUSSION

OWB May 20 Distribution Roundtable recap

T. Danowski recapped the May 20 Distribution Roundtable industry discussion.

- Distributors are dealing with the virtual shut down in the on-premise sector and re-positioning themselves to better serve the off-premise accounts.
- B. Morus reiterated that the reason for the roundtable was to start identifying the issues and areas where OWB can bring more information to help the industry navigate the changing three-tier system.
- Alternative distribution and fulfillment businesses such as drizly.com and libdib.com were briefly discussed.
- The Board saw value in another roundtable discussion this summer with an expanded group of industry participants.
- K. Chambers commented that there is a need for more resources for growers.
 - Conversations surrounded how OWB could help develop and facilitate forums to connect Oregon grape sellers and buyers.
 - K. Johnston commented that better industry information is needed for growers and broader participation in supplying the data is essential since the annual Vineyard & Winery report's accuracy is limited by the number of business owners voluntarily completing the survey.
 - T. Danowski presented the idea of hosting a Growers roundtable in which growers would help design a dashboard that would be of value to the grower community.
 - J. Tosch said the roundtable participants should consist of V&E, Financial professionals, and statewide growers.

ACTION:

- OWB staff will promote the website's Marketplace page via the Grapevine for listing grapes for sale.
- Board and staff will re-visit the idea of a Growers discussion forum within which statistical reporting and other items of interest to grape farmers can be discussed.

OWB International Marketing Committee meeting June 5

M. Chambers briefed the Board on the April 16 OWB International Marketing Committee meeting during which the industry's exporters discussed market and event priorities for 2021.

- The next committee meeting on June 5 is to review a proposed calendar of international activities for 2021 based on the input received in April.

Future Board meetings

The Board agreed to convene on its next regularly scheduled Board meeting on June 4.

Notes

T. Danowski noted that he and B. Faustin will continue to keep the Board informed of the work they are doing with the WVWA's DEBI Committee and the Governor's Office of Diversity, Equity, and Inclusion.

ACTION:

- T. Danowski to forward Diversity, Equity and Inclusion meeting invitations for June 1 and June 12 to Board members.

MEETING FINALIZATION

Chair B. Morus adjourned the Oregon Wine Board meeting at 4:21 p.m.