



# OREGON WINE BOARD MEETING MINUTES

COVID-19 Response

MAY 5, 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

## 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 April 27 Oregon Wine Board meeting.

J. Tosch moved that the April 27 Board meeting minutes be approved as submitted. K. Chambers seconded. The motion carried 9-0.

## MATTERS FOR DISCUSSION

### Board meeting invitations for industry groups

Board Chair B. Morus informed the Board Directors that he invited the OWC Board to join the upcoming June 4 Board meeting to respond in detail on concerns OWC members have expressed with OWB's work for the industry in education, marketing, media relations and research initiatives.

- The Board agreed it will occasionally invite industry group representatives to join regularly scheduled Board meetings in an effort to broaden communication with regional associations and organizations.

### 2021 OR Wine Board appointments process

The Board accepted the plan to move forward with industry messaging on or around June 1<sup>st</sup> that the application process for 2021 OWB Directors has begun and that applications can go directly to the Governor's Executive Appointments office.

### **ACTIONS:**

- OWB to draft an FAQ document addressing common questions raised by applicants about Board service
- OWB to confirm the timeline with the Governor's Executive Appointments Office staff

## Industry Discussion Forum

The Board discussed the frequency of the weekly Industry Discussion Forum.

- There was agreement that the weekly forums will continue until the end of May and possibly move to bi-weekly while wineries begin to re-open and COVID-related issues become stable.

## June 4 Board meeting agenda

Board Directors proposed that moving forward OWB Board meetings be held to a maximum 6 hours while allowing enough time to cover what is important.

## OWB International Mktg. Committee

M. Chambers gave a brief update on the International Marketing Committee meeting held on April 16 that included 26 attendees.

- The meeting helped prioritize future markets that are most important for exporting wineries so OWB can start working towards planning activities to support those markets and generate sales while also staying within our current strategy and markets.
- There was interest in new markets i.e., Taiwan, expanding more activities in Mexico, and pursuing activity in Vancouver, BC.

B. Morus relayed that the International Marketing Steering Committee is structured to have more continual interface with each other so as to provide better feedback to the full International Marketing Committee members that come out of its annual meeting.

- M. Chambers reiterated that the planning and execution of all of these international events requires quite a bit of lead time so as to be able to assess potential partners and calendar those events to avoid conflicts with other wine events.
- M. Chambers and M. Bray are distilling all of the information from the committee meeting and will be putting together a draft calendar of activities and events for 2021 to present at the June 5 committee meeting.

## Strategic Marketing Committee Planning meeting

T. Danowski followed up on an action item from the April 20 Board meeting that asked for a proposed agenda and plan for structuring the Strategic Marketing Committee meeting this summer.

- Agenda items to be included in this meeting will be walking the committee through the Strategic MarComm plan, brand identity work, and discussing the suggestion of working groups dedicated to each of the 4 pillars in the Strat plan.
- There is also interest in obtaining a guest speaker that can give insights into how consumers will evolve and behave in the new post-COVID environment.

**ACTION:** OWB to set up another Strategic Marketing Steering Committee meeting to continue to refine the agenda and move towards finding a guest speaker and securing a date for a June or July meeting.

## MEETING FINALIZATION

Chair B. Morus adjourned the Oregon Wine Board meeting at 4:08 p.m.