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Oregon Wine Board Meeting Minutes December 9, 2014

Oregon Wine Board

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OREGON WINE BOARD MEETING MINUTES
DECEMBER 9, 2014 <<FINAL>>
LOCATION: AQUARIVA RESTAURANT, PORTLAND, OREGON

Attendance

Board: Bill Sweat (Chairman), Ellen Brittan (Vice Chairwoman), David Beck (Treasurer), Michael Donovan, John Pratt, Doug Tunnell, JP Valot, Steve Thomson and Leigh Bartholomew (Chair Emeritus)

Staff: Tom Danowski, Rose Cervenak, Jessica Willey, Marie Chambers, Michelle Kaufmann, Margaret Bray and Philip Carnahan

Guests: Page Knudsen Cowles, Ted Casteel, David Adelsheim, Harry Peterson-Nedry and Bill Nelson

Call to Order

- Sweat called the OWB Board meeting to order at 9 a.m.

Board Minutes (Attachment)

Beck moved for approval of the Oct. 28, 2014 Board Meeting minutes as presented. Pratt seconded, Donovan abstained and the motion carried.

Finance Committee Report (Attachments)

- Beck gave the Finance Committee report.
- Danowski reminded that December close would happen in mid-January and there would be a 2014-15 budget re-forecast presented on Mar. 24, 2015.

Donovan moved that the Balance Sheet and P&L through Nov. 2014 be approved as submitted. Tunnell seconded and the motion carried.

Board Governance

Sweat nominated Steve Thomson as Treasurer and thus part of the Executive Committee for 2015. There being no other nominations, the Board voted unanimously in favor.

Sweat then asked for a vote on the rest of the Executive Committee slate for 2015:

- Ellen Brittan/Chairwoman
- Bill Sweat/Chair Emeritus
- David Beck/Vice Chair
- Steve Thomson/Treasurer

Donovan moved to approve the slate of Executive Committee members, as presented. Pratt seconded and the motion carried unanimously.

- There was some discussion about 2015 committee chair positions.
- **ACTION:** Directors will work with the Nominating Committee to begin “recruiting” industry members to apply for future Board positions. They will encourage the

committee to seek candidates who represent regional diversity, but also have expertise and interest in heading up committees where the current Chair is either rotating off the Board or is taking on a different committee.

- **ACTION:** Danowski will draft a *statement* that outlines expectations for serving on the Board, to provide to the Nominating Committee for comment as it begins the recruiting process for 2016.

Marketing/Communications Committee Report (Attachment)

- Kaufmann reported on the recent communications survey sent out to the industry in November.
 - 83% of respondents agreed that the Grapevine keeps them “well-informed about important industry topics.”
 - 76% of respondents agreed that “the topics that are of most interest are covered in sufficient detail in the Grapevine.”
- Willey gave an update on on-premise marketing activities.
 - A-List Awards
 - Nominations closed on Nov. 30.
 - Nominees will be considered by the judging panel on Dec. 10.
 - The qualitative research being conducted with Portland area sommeliers and wine directors has been completed and a formal report will be issued by the end of the year/early January.
 - Oregon Wine Month
 - Willey communicated the OWM 2015 mission.
 - Overall the mission supports two strategic imperatives:
 - *Support Strategic Expansion of Oregon Wines* and *Build the Equity of BRAND OREGON.*
 - There was some discussion about how OWB tracks on-premise sales as a result of OWM programs.
 - Danowski commented that OWB tracks predominantly Nielsen and distributor data points. However there needs to be a more deliberate attempt to develop a more representative dashboard.
 - Willey commented on a few ideas that have been discussed within the Marketing Committee to get wineries more involved.
 - Sweat commented that perhaps OWB might pull together a small group of wineries who could be used as a test case for tracking DTC sales during Wine Month and then use their data to demonstrate that the program works.
 - Brittan expanded on this idea to create a “pay to play” type program whereby if you agree to participate, then you also agree to provide your tracking data on the success of the program.
 - Tunnell suggested a program that would coordinate local retailers, distributors and winemakers in tracking success.
 - Brittan suggested hosting a training webinar, especially for smaller wineries to teach them how to make the most of OWM, late March/early April.

Education Committee Report

- Bray gave an update on Symposium content development.
- The Board discussed nominations for the lifetime achievement award.

- **ACTION:** Cervenak will send out the list of past award recipients, as well as the nomination form to the Board.

Sweat suspended the OWB Board meeting at 10:20 a.m. and called for an Executive Session under ORS192.660(2)(a). Under this provision only the Board and press are allowed to participate. Staff and guests were excused from the meeting.

Sweat reconvened the OWB Board meeting at 10:54 a.m.

Viticulture/Enology Research Review (Attachment)

- Sweat introduced guests Ted Casteel, David Adelsheim, Harry Peterson-Nedry and Bill Nelson.
- Ted Casteel recapped how he was inspired to write The Appeal proposing an increase in OWB funding over time for viticulture and enology research projects.
 - Believes there is a crisis that needs to be addressed.
 - Believes an imbalance exists. Funding for research has not increased at the same pace as revenue.
 - He continued that the he supports the revenue from the grape tax going directly to support research – about 40% of OWB revenue.
- Peterson-Nedry challenged the Board to look long-term rather than short-term. He continued that research is based on the potential of the industry. Need to continue to develop the long-term potential of the industry and research is key to that.
- Tunnell suggested looking at the grape tax and approaching the industry about an increase to support greater need for research and then going to the legislature.
- Donovan suggested reviewing the parameters for the privilege tax and consider a 5-year exemption rather than an exemption forever, thus increasing tax revenue that can be used for funding research.
- There was a call for a more fundamental change in strategy from OWB than just an increase in the research budget.
- Brittan suggested looking at specific research projects that aren't being funded and the dollar amount represented by those, rather than requiring that a specific budget percentage be attributed annually to viticulture and enology research.

Sweat adjourned the OWB meeting at 12:24 p.m.