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OREGON WINE BOARD MEETING MINUTES

DECEMBER 9, 2016 <<FINAL>>

LOCATION: OSU FOUNDATION PORTLAND CENTER IN PORTLAND, OREGON

Attendance

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

Staff: Tom Danowski, Rose Cervenak, Marie Chambers, Jess Willey, Carrie Hardison, Michelle Kaufmann, Christina DeArment, Kai McMurtry and Lydia Mullany

Guests: Kevin Chambers/Koosah Farm, Eugenia Keegan/Jackson Family Wines and Jason Tosch/Anne Amie Vineyards

At 11:45 a.m. Beck called for an Executive Session in accordance with ORS192.660(2)(a), only the Board and press are allowed to participate.

MEETING OPENING

Call to Order

- Beck called the OWB Board meeting to order at 12:39 p.m.

Board Minutes (Attachment)

- The Board reviewed minutes from the Aug. 18 Board meeting.

Donovan moved that the Oct. 13, 2016 Board meeting minutes be approved as submitted. Valot seconded and the motion carried.

MATTERS FOR DECISION

Finance Committee Report (Attachments)

- The treasurer (Pratt) gave the Finance Committee report.
- **ACTION: Chambers will add a column to the Balance Sheet each month that will show a year-over-year comparison.**

Donovan moved that the Balance Sheet and Profit and Loss Statement through Oct. 31, 2016 be approved as submitted. Sweat seconded and the motion carried.

Research Committee Report (Attachments)

- AFRI (USDA's Agriculture and Food Research Initiative) research project proposal
 - There was discussion about the AFRI Project Topic Summary.
 - The Research Committee recommends that the Board endorse the AFRI project topic and rationale, and that they be submitted for consideration when called for in 2017 by AFRI.
 - There was additional discussion about how/why the rationale is specific to Oregon.

Jones moved that the Board approve the AFRI Project Topic Summary as presented, which would authorize the Research Committee Chair to submit to AFRI for acceptance. (If accepted by AFRI the OWB would deposit \$150,000 in an escrow account as required to move forward in the process). Valot seconded and the motion carried unanimously.

- **ACTION: Pratt will submit the project topic summary and rationale to AFRI once they announce a date.**

Nominate and Vote for 2017 Industry Awards Recipients (Attachment)

- The 2017 awards ballot was provided to the Board for their action.
- There was some discussion about the categories and number of recipients for each category.
- The Board discussed the nominations by industry members and voted by secret ballot. Winners will be announced at Symposium

Nominate and Vote for 2017 Executive Officers

- The Chairman called for nominations from the floor and/or any discussion of the proposed slate of officers.

Donovan moved that the following slate of 2017 officers (below) be elected. Valot seconded and the motion carried.

- Steve Thomson for Chairman
- Doug Tunnell for Vice Chairman
- Ellen Brittan for Chair Emeritus
- John Pratt for Treasurer

MATTERS FOR DISCUSSION

Marketing Committee Report (Attachment)

- Full Glass Research/Wine Opinions topline report
 - Willey reviewed preliminary summary data from the HFHE (High Frequency High End) consumer research that was conducted in November.
 - **ACTION: Willey will provide a final analysis to the Board once it's available and the industry will be informed about the data in an upcoming webinar during which the findings will be reviewed in detail.**

OWSCR Committee Report

- Sub-Committee on business and economics research
 - Owners and/or key decision-makers participated in focus groups held by OWRI in five growing region within the state between August and November.
 - In a recent meeting, the sub-committee considered researchable topics that would yield actionable results in a short amount of time.
 - The sub-committee also discussed financing of an eventual project.
 - OWRI has approximately \$75,000 available for business and economics research through OSU's applied economics department.
 - OWB has dedicated \$40,000 in the current fiscal year for "market research" which may also be a possible funding stream.
 - There is approximately \$400,000 remaining in OWRI's launch funding from the industry that could be tapped as well.

- Recommendation of the sub-committee is to fund research that focuses on DTC sales and driving consumer demand through wine clubs, etc.
- **ACTION: Danowski will provide a thorough analysis of focus group findings to the Board once it's available from James Sterns at OSU.**

Beck adjourned the OWB Board meeting at 3:35 p.m.