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Oregon Wine Board Meeting Minutes July 31, 2012

Oregon Wine Board

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**OREGON WINE BOARD MEETING
MEETING MINUTES
JULY 31, 2012
HELD AT THE FOOD INNOVATION CENTER IN PORTLAND, OR**

Attendance

Board: Michael Donovan (Chair), David Beck, Leigh Bartholomew (Vice Chair), Terry Brandborg, Ellen Brittan and Kara Olmo and Doug Tunnell (by phone)

Staff: Tom Danowski, Rose Cervenak, Dewey Weddington and Charles Humble

Absent: Bill Sweat (Treasurer) and Sam Tannahill (Chair Emeritus)

Call to Order

Pursuant to notice properly given, a regular meeting of the Board of Directors of OWB was called to order by Chairman Michael Donovan at 9:02 a.m.

Board Minutes

Beck moved that the minutes from the June 13 Board meeting be approved as presented, Brandborg seconded. There was one abstention and the motion carried.

OWRI Update (Danowski)

- Tom Danowski, Sam Tannahill, David Beck and Michael Donovan (phone) attended the OWRI Policy Board meeting held in May, where there was an update on the work done so far by OWRI consultant Bill Nelson. Nelson will present recommendations to the OWRI Policy Board in the Fall. Earl Jones submitted his resignation from the OWRI Policy Board Executive Committee just prior to the May meeting. Sam Tannahill will replace him on the Executive Committee.

OWB Website Re-launch (Humble)

- Danowski, Humble and OWB contractor Robin Stevens/Experience Lab interviewed 5 firms who submitted proposals in response to the RFP.
- OWB selected White Horse Design for the OWB and OWA site re-design contract. There will be further updates as this website re-design and re-launch project moves forward.
- Both the RFPs that OWB used and the personas developed by White Horse are “transferrable” and available to other associations (winery) that may want to do a revamp of their websites – WVWA is taking advantage of this value add opportunity.

OWB Marketing Committee (Brittan)

- The total amount of Co-op Marketing Funds available for 2012 is \$40,000.
- The Committee received 3 proposals from Umpqua Valley Winegrowers Association, Southern Oregon Wineries Association and Willamette Valley Wineries Association.
- Brittan reviewed the methodology used to evaluate the proposals (see score sheet).
 - There are 5 evaluation criteria that are weighted.

- All proposals were scored by the 8 members of the Marketing Committee.
- All proposals submitted met the minimum criteria. However, there are no 100 point proposals.
- If Board approval is given to continue this Co-op Marketing funds match in the future, there will be a more deliberate process, clearer guidelines and longer lead times for associations to prepare their proposals.
- Since the Committee was still determining funding recommendations, Brittan requested a subsequent call with the Board in order to vote on those recommendations prior to the next Board meeting on September 11, 2012.
 - **ACTION: Rose Cervenak, board assistant will schedule a teleconference for Tuesday, August 7.**

Monthly Financial Review (Bartholomew)

- Regarding the difference of almost \$140,000 in revenue projected vs. realized – when we estimated the grape assessment revenue we were pretty conservative in our planning assumptions for 2011-12. Final harvest figures yielded higher OWB revenue.
- **ACTION: Danowski will finalize the 2012-13 budget with the Exec Committee in August and then a proposal will be brought to a vote in the September meeting.**

<p>Brittan moved that the monthly financials be approved as submitted, Brandborg seconded and the motion carried unanimously.</p>

As there was no other business, the meeting was adjourned by Chairman Michael Donovan at 10:05 a.m.

At 10:08 a.m. Donovan 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.