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## Oregon Wine Board "Special" Meeting Minutes August 10, 2012

Oregon Wine Board

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**OREGON WINE BOARD “SPECIAL” MEETING  
MEETING MINUTES  
AUGUST 10, 2012  
HELD BY CONFERENCE CALL**

**Attendance**

**Board:** Michael Donovan (Chair), Doug Tunnell, Terry Brandborg, Ellen Brittan, Bill Sweat (Treasurer) and Sam Tannahill (Chair Emeritus)

**Staff:** Tom Danowski, Rose Cervenak and Charles Humble

**Absent:** Kara Olmo, David Beck, Leigh Bartholomew (Vice Chair)

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**Call To Order**

A special meeting of the Board of Directors of OWB was called to order by Chairman Michael Donovan at 4:07 p.m.

- Danowski outlined the reason for this Special Meeting: Board action on the OWB Marketing Committee’s recommendations for co-op matching funds for 2012-13.
- Danowski said that the Board had previously directed that \$40,000 be temporarily set aside in OWB’s budget for matching proposals pending the final evaluation of submissions from AVAs to OWB’s Marketing Committee.
- The OWB marketing Committee consists of Ellen Brittan (Chair), Steve Thomsen, Maria Stuart, Chris Martin, David Millman, Donna Morris, Ruth Garvin and Dick Calafato.
- Ellen Brittan, Marketing Committee Chair reported that OWB’s Marketing Committee reviewed and individually scored three proposals for marketing co-op funds for 2012-13.
- The scoring system is modeled somewhat after the Research Grant scoring system and allocates a 100 point total to five different, weighted categories.
- The Committee scored each of the three proposals submitted, then reviewed the aggregated results, discussed the proposals, discussed the funding levels and are presenting their recommendations today for Board action.
- Donovan asked how/when fund will be disbursed. Brittan responded that there will be a staggered payment schedule with requirements that have to be met in order to receive funding at the various intervals.
- Tannahill asked for an assessment after this year’s program is completed, covering the following:
  - How the process went, how we can improve the process, recommendation on whether to keep the program in the future and he would also like the Committee to brainstorm ways to make the program more seamless if we do proceed with it next year.
  - Brittan agreed and conceded that the Marketing Committee is learning from the process this year and she believes there can and will be vast improvements to the process next year.
- Brittan questioned what the Board would recommend doing with the \$17,000 that will not be allocated this year.
  - The Board unanimously agreed that the money should go back to the general marketing fund.

Tannahill moved that the OWB Board approve the Committee's recommendation for the allocation of Marketing Co-op Funds for 2012-13 as follows: \$12,500 to the Willamette Valley Wineries Association and \$10,000 to the southern Oregon Wineries Association. No funding was recommended or awarded to the Umpqua Valley Wineries Association. The Board directed that the balance of funds previously set aside pending the meeting, (\$17,500), be restored to the OWB's general marketing account. Sweat seconded and the motion carried unanimously.

- **ACTION:** Michael Donovan, OWB Chair or Tom Danowski will notify the associations who submitted proposals and advise them of the Marketing Committee's and Board's action.
- **ACTION:** Marketing Committee feedback will be given to all three groups that submitted matching funds proposals.
- **ACTION:** OWB will issue letters to the SOWA and WVWA outlining the terms and conditions of the OWB 2012-13 matching awards.

As there was no further business, the meeting was adjourned at 4:29 p.m. by Chairman Michael Donovan.