

9-10-2013

Oregon Wine Board Meeting Minutes September 10, 2013

Oregon Wine Board

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OREGON WINE BOARD MEETING MINUTES
SEPTEMBER 10, 2013 <<FINAL>>
LOCATION: TELECONFERENCE ONLY

Attendance

Board: Leigh Bartholomew (Chairwoman), Michael Donovan (Chairman Emeritus), David Beck, JP Valot, Doug Tunnell, Sam Tannahill and Steve Thomson

Staff: Tom Danowski, Rose Cervenak, Charles Humble, Dewey Weddington, Margaret Bray, Karen Walsh and Michelle Kaufmann

Absent: Bill Sweat (Vice Chairman) and Ellen Brittan (Treasurer)

Call to Order

Bartholomew called the OWB Board meeting to order at 9:35 a.m.

Minutes (Attachment)

Thomson moved for approval of the July 30, 2013 Board meeting minutes. Donovan seconded and the motion carried unanimously.

Finance Committee Report (Attachments)

Beck moved that the FYE 2012-2013 financials be approved as submitted. Tannahill seconded and the motion carried unanimously.

- **ACTION: Staff to post year-end financials on the OWB website.**
- OWS Service Level agreement (Attachment)
 - Danowski explained that this draft agreement between OWB and OWA has been updated to reflect a more accurate description of the Board's intent with regard to any future Symposium revenues in excess of expenses. He also noted that the revised document allows the Board continued flexibility to determine the appropriate distribution of funds, if any remain, at the conclusion of each Symposium.

Donovan moved to approve the OWS Service Level Agreement between OWB and OWA. Tunnell seconded and the motion carried unanimously.

- **ACTION: Danowski will forward the final agreement to Bartholomew for her signature on behalf of OWB and then onto Sweat for his signature on behalf of OWA.**

Communications Update

- Annual Report
 - Walsh reminded the Board that the Annual Report must be delivered to Business Oregon by October 1 and includes year-end financials.
 - Humble informed the Board that OWB intends to again produce an electronic version of the required annual report and, for FY 2012-13, will also produce a limited number of printed annual reports.

- Beck asked why OWB would not take a longer view/big picture perspective in the printed version so that it's not immediately obsolete.
 - Beck expanded on the thought and suggested that perhaps adding a forward-thinking intro paragraph to each of the main sections might enrich the report and make it more worthwhile to print.
 - Humble commented that the letter from the Board/introduction to the document does exactly that.
 - **ACTION: Beck will rewrite the first paragraph of the research section and caption the photos being used in the section. Humble will review/edit the copy prior to printing and include a "forward look" into other sections of the report where possible.**
- Membership Management System Update
 - Humble gave an overview of the proposed work to be done on the website that would enable online credit card payment of event participation fees for OWB and OWA.
 - Bartholomew questions whether OWB has budgeted for the transaction fees associated with online credit card payments.
 - Walsh replied that some transaction fees are built into the budget every year.
 - **ACTION: Humble, Walsh and Danowski to work with the Finance Committee (next meeting Oct. 30) to split costs equitably between OWB and OWA.**

2014 Board Appointments Process

- Danowski reported that Scott Shull will remain the Chair of the Nominating Committee for the 2014-15 fiscal year.
- **ACTION: Danowski to include an announcement about 2014 Board appointment applications, in future Grapevine newsletters.**

OWB Strategic Planning Retreat Recap (Attachment)

- Danowski gave a brief recap of Directors' feedback based on survey results, following the Aug. 14 Strategic Planning retreat.
 - He further commented that based on the survey, the Board generally considered the retreat to be productive and worthwhile. There was some frustration about time constraints and not being able to get to some areas of importance.
 - He indicated that, of course there is additional work to be done.
 - The staff is reviewing input from the retreat, assessing the highest priorities and trade-offs required and will be writing an outline of the plan to take to the Exec Committee. After review by the Exec Committee, Danowski will meet with individual directors so that the plan the Board reviews before presentation at the 2014 Symposium is well along in development.
- Danowski presented a graph depicting 2012 Tonnage Tax Liability which was brought up in the context of the strategic planning discussion.
 - Walsh explained how the tax liability figures were calculated, stating her source was OLCC tax data.
 - Danowski noted a difference between a Silicon Valley Bank study from early 2013 indicating 50% of OR wineries self-report volume of fewer than 5,000 cases vs. 75% of wineries taxed on a total crush of fewer than 5,000 cases in the OLCC data.
 - Bartholomew asked if it would be possible to compare this same data going back 5 years.

- ACTION: Karen Walsh to determine if historical tax data with the required level of detail is accessible.

New Business

- OWRI Update
 - Beck gave an update since the July 30 OWB Board meeting. He reminded the Board that in July they agreed to take on the responsibility for governance of the OWRI and particularly for setting priorities for the funds held by the OWRI.
 - With input from the Policy Board, the Deans at Oregon State University (OSU) have agreed to transfer the responsibility of OWRI governance to OWB.
 - OSU is working on a revised OWRI schematic (OWRI 2.3) documenting how the organization(s) will interact.
 - Because they are re-working the governance structure, the appointment of OWSCR members by the OWB Chair will be delayed.
 - Danowski gave a brief update on the search for an OWRI Program Coordinator, who will work with OWB and the industry on OWRI activity, and said that three finalists are being interviewed between now and the end of September.
- Danowski commented that OWB staff is working on improving the documentation process for tracking past Board resolutions and actions by compiling this information into a document that will be updated after every Board meeting.
- Beck remembered that the Board must approve the research RFA for 2014-15 prior to the December 3 Board meeting, so it can be posted on the UGM (Unified Grant Management) website on November 30.
 - ACTION: Cervenak to send the proposed RFA to Board members for review.
 - ACTION: Cervenak to schedule a “special” Board meeting so the Board can review and vote to approve the RFA prior to the November 30 posting date.

Bartholomew adjourned the OWB Board meeting at 10:32 a.m.