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Oregon Wine Board Meeting Minutes January 14, 2013

Oregon Wine Board

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OREGON WINE BOARD MEETING MINUTES

JANUARY 14, 2013

LOCATION: SALEM CONFERENCE CENTER, SALEM, OREGON

Attendance

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

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

Absent: Bill Sweat (Vice Chairman)

Call to Order

Bartholomew called the OWB Board meeting to order at 12:36 p.m.

Minutes

- Discussion clarified that the industry's Board Nominating Comm. exists within OWA.
- Some discussion also about the AgStats survey.

Tannahill moved that minutes from the December 4 meeting be adopted as submitted. Brittan seconded and the motion carried unanimously.
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OWIS Update

- Weddington gave a brief update on the status of registration for OWIS 2013.
- Danowski suggested that Board members get a 50% discount on their symposium tickets.

OWRI Update (Ted Casteel/Bethel Heights)

- Ted Casteel gave a status update on OWRI and commented that in spite of some institutional struggles, the research program has never been stronger.
- He went on to say that at OSU there are 5 full-time faculty members working on industry issues with one tenure-track, full-time faculty in Southern Oregon.
 - In addition, there are three USDA scientists who are part of the small fruits center – they are focused on the Oregon wine industry too.
- Casteel reminded the Board that OWRI was created to develop a virtual institute where researchers could come together to collaborate and support the Oregon wine industry. That has led to very meaningful engagement and collaboration with the industry particularly through regional technical committees.
- Casteel asked that the Board support and participate in a combined research comm. (separate from OWB's Research comm. focused on grant reviews), representing an evolution of the OWRI Policy Board to provide more representative and coordinated winery/grower feedback to researchers
- Beck commented that the OWRI Policy Board is has been discussing such a committee.
- **ACTION: Beck will develop a proposed structure for this new committee to present to the current OWRI Policy Board on Feb. 18.**
- Donovan commented that another aspect of OWRI's contribution is continuing education focused on business and management issues facing wineries and growers. Curriculum, if developed in these areas, could be supported by OWB.

- Tannahill asked for a status update on the search for a new Director.
 - Casteel commented that it is currently on hold.
 - Beck suggested that a new Director be a research leader rather than an exec director.
- Casteel reported that he has instructed the Foundation to suspend contact with donors for now, until any potential structural changes at OWRI are approved.
- **ACTION: OWB will review developments as OWRI restructures at a future Board meeting.**

Export Activity Update

- Tannahill brought up a point that he thinks it's important for OWB to somehow measure results of past export activities to see if our efforts are working. (i.e. is the percentage of export dollars, proportionate to the amount of time and money invested by the staff?)
- Danowski commented that currently OWB receives nearly four dollars in international marketing grant money for every OWB dollar spent on grant administration and time-of-staff. That grant funding is further leveraged for efficiency through expense-sharing with the WA State's Wine Commission.

Website Launch Update

- Humble walked the Board through the new site, which launched in December 2012.

OCSW Steering Committee Request

- Danowski asked the Board for input following the OCSW Steering Committee's request to OWB Chair Leigh Bartholomew seeking updated program participation measurements.
 - The program, as founded, committed OWB to coordinate and pay for periodic participation audits as well some recruitment efforts targeting wineries and external marketing to the consumer.
 - Brittan asked for a brief background/history on the program and Tannahill provided that background saying basically there were a lot of promises made (by OWB) but not delivered.
- There were questions raised about whether OCSW is still viable and if so, who should administer it
 - Tannahill suggested "leasing" the marketing aspect of the program to LIVE and allow them to take it over – or allow OCSW to be a stand-alone organization. He went further to say that he believed OCSW's Steering Committee would be dissatisfied with any decision the Board makes, except restoring the program to its original staffing/funding levels.
- Another suggestion was to provide "seed money/funding" (collected from the one-cent per bottle OCSW participation fee) for LIVE to take it over, or perhaps a marketing grant from OWB.
- **ACTION: Bartholomew and/or Danowski will meet with Chris Serra/LIVE to discuss the options.**
 - It was decided that the staff will continue to support the OCSW program as they have but a.
 - Brittan asked what was involved literally (legally) with dissolving OWB's commitment to the OCSW program and there was some discussion around this topic.
- Danowski suggested that OWB should move toward a transition to phase out OCSW in terms of the active administration of the program

- **ACTION: Danowski to review program options with the Board on March 12.**

Budget Report & Review of Financial Statements

- There was discussion about a supplemental Financial Review for YE2011-12 vs. the regularly scheduled Review required at the end of 2012-13. Danowski recommended we wait for the end of 2012-13.

Donovan moved that OWB wait until July, 2013 to conduct the year-end OWB Financial Review for 2012-13. Beck seconded and the motion carried unanimously.

Beck moved to approve the financials as presented. Tunnell seconded and the motion carried unanimously.

New Business

- Donovan asked if there were any OWB funds budgeted for a salary survey in 2013.
 - Danowski replied that there was no money budgeted for that purpose and reminded the Board that we essentially received a “free” survey last summer from WMG.
 - **ACTION: Danowski to share the 2012 salary survey with the Board again.**

Bartholomew adjourned the OWB Board meeting at 3:45 p.m.